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# Publishers' Weekly

THE AMERICAN

BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

**The American Literary Gazette and Publishers' Circular.**

[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, *President and Treasurer*, FREMONT RIDER, *Secretary*.

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VOL. LXXXIX., No. 22 NEW YORK, May 27, 1916

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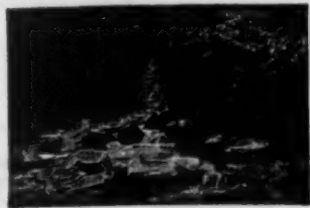
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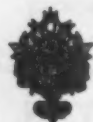
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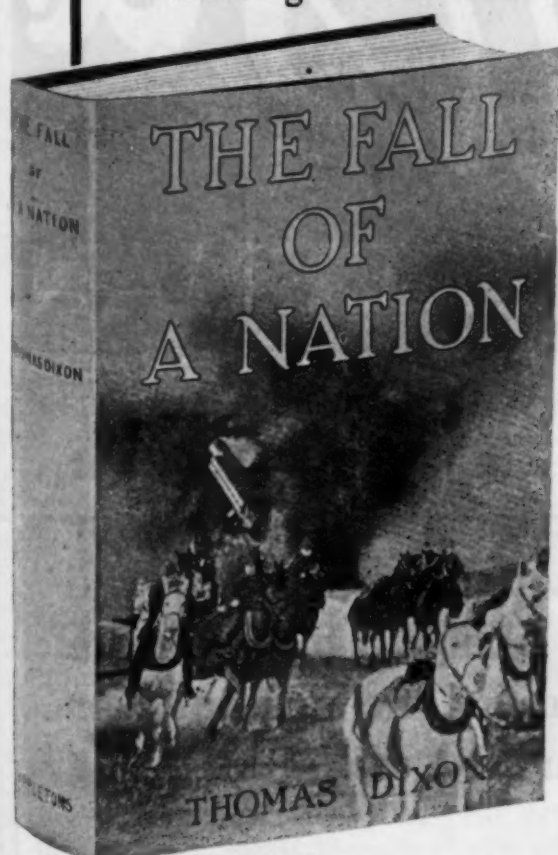




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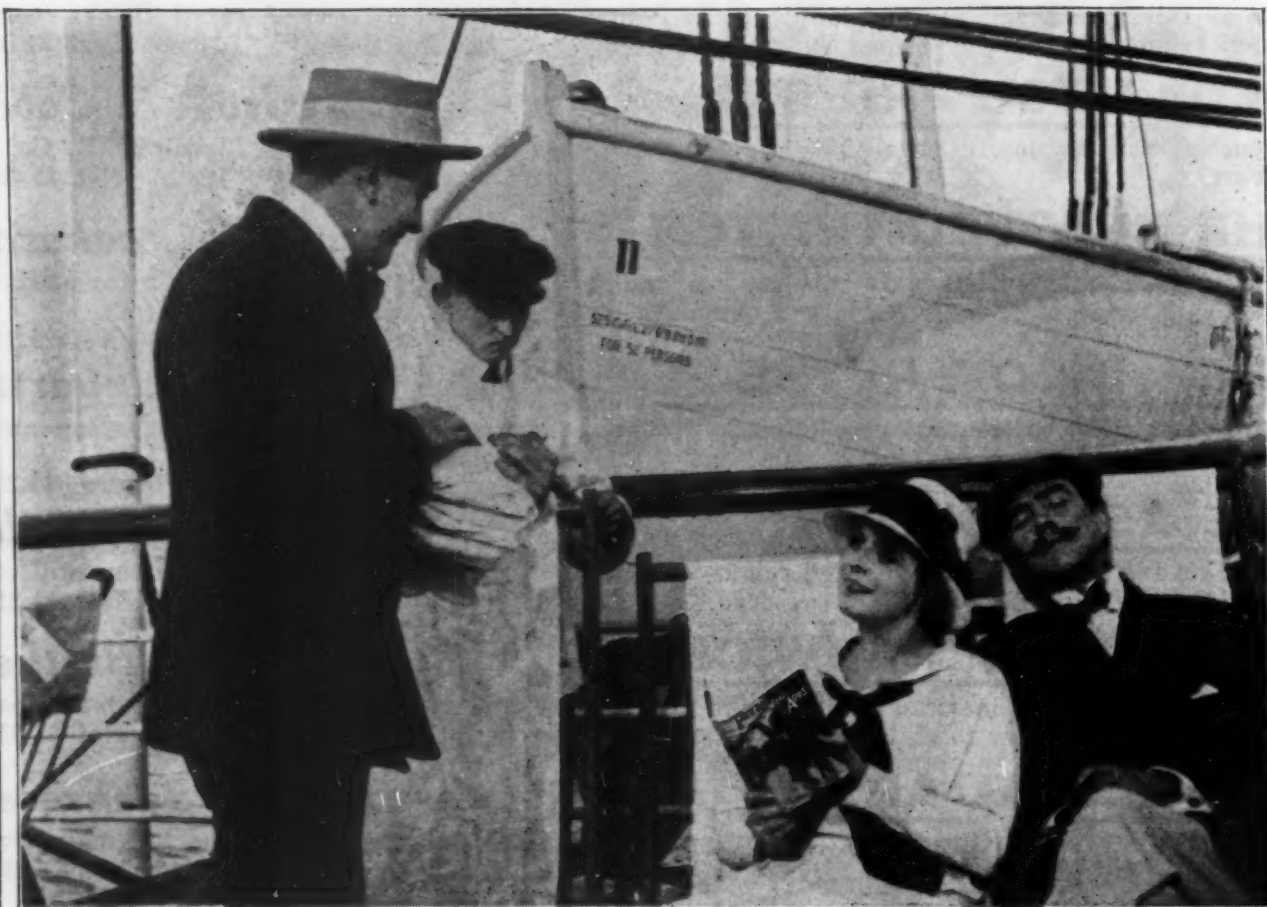


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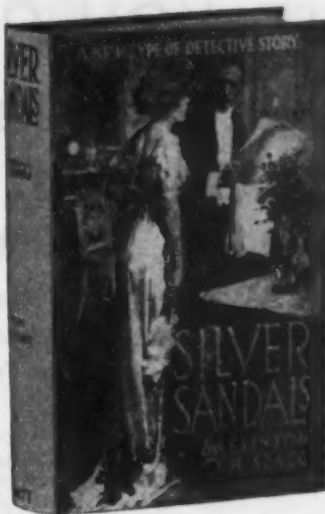


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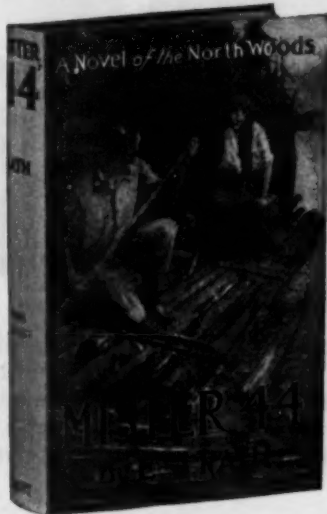
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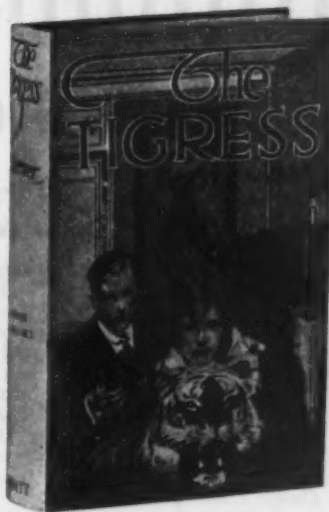
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## The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

May 27, 1916

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*"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."*—BACON.

### THE CHICAGO CONVENTION.

THE insistence of those who had for several years endeavored to break the long succession of New York conventions of the American Booksellers' Association found itself justified before the first session of the 1916 convention was fairly under way. Had it been claimed that the conventions needed new blood? half of those present at Chicago had never attended a convention before. Had it been claimed that in New York the publishers played too large a part in the proceedings? in Chicago booksellers—real booksellers—outnumbered publishers four to one. Had it been claimed that Chicago would furnish, on account of its geographical location, a more nationally representative attendance? the western and far western element there gave a new and distinctive note to the proceedings.

In short the Chicago convention was in every respect—attendance, spirit, entertainment and work accomplished—a big success, and the decision to hold the next convention in Boston shows that the delegates found the break in the long New York tradition a desirable one. New York City is not a bit jealous: it sheltered the Association in its earlier struggling years and furnished nine-tenths of the attendance—no one is more glad that the Association now feels able to strike out so successfully for itself!

The 1916 convention took one or two definite steps forward. The abolition of headquarters in New York City, or rather the transference of headquarters to the president's home city, is an interesting experiment. No other national organization has just this sort of peripatetic headquarters, but the plan sounds feasible. The endorsement of publishing and library co-operation was of obvious desirability: but the new committee on relations

with libraries will, it is to be hoped, be able to accomplish something really definite toward bettering the present very unsatisfactory conditions.

THE PUBLISHERS' WEEKLY has had occasion to speak frequently in recent years of the desirability of a thorough investigation of bookstore costs and of selling data generally, to the end that a standard system of accounting practice might be set up for bookstores. Correct accounting is, of course, the basis of any business; without it all data are misleading, all deductions more or less erroneous, and real progress difficult or impossible. So important has this subject seemed to us that last year\* the PUBLISHERS' WEEKLY definitely suggested the co-operation of the trade in the compilation of statistics of selling costs and offered to act as a clearing house for the tabulation and analysis of all such data sent it.

No one therefore welcomes more sincerely than ourselves the offer of *System* to the 1916 convention to undertake this same work of compilation and analysis. The cordial support offered by the convention is reasonable earnest that the facts will be forthcoming, while the high business standards which *System* has always set is sufficient guaranty of the fundamental accuracy and value of whatever deductions it may draw from them. The PUBLISHERS' WEEKLY will be glad to co-operate with *System* in this matter in any way, as it does not hesitate to say that it considers it the most important single piece of work ever undertaken for the book-trade by outsiders.

Almost as important—and it may prove even more important—was the action of the convention looking toward the solution of the booksellers' overstock problem. The clearance of stock surplusage is an insistent and vital question in every bookstore large or small. Clever buying may greatly diminish overstock: it is never able to eliminate it entirely. The only radical remedy for it that has been so far proposed has been Mr. Arnold's ten per cent. return plan. As to whether this would prove feasible or not we are hardly yet prepared to express an opinion (there are so many financial and legal as well as practical business phases of it to be considered), but we were somewhat disappointed not to see it come up for more extended discussion at the convention. Such a limited

\*See PUBLISHERS' WEEKLY, August 14, 1915.



"on sale" plan does offer possibilities of usefulness: it is not impossible that further discussion of it may secure the elimination of several admittedly grave defects.

For the present however, until the trade secures the general adoption of the Arnold plan, or some substitute for it, the overstock problem is with us. If any light is thrown on its solution by the various committees that were appointed at Chicago, the convention, by this act alone, will probably have justified its occurrence.

But, after all, perhaps the most significant thing about the Chicago convention was its manifestation of the organization spirit. It would almost seem as if the PUBLISHERS' WEEKLY's little editorial statement of two weeks ago, comparing the organization of the library world and book-trade and urging the formation of strong local and state book-trade organizations, had struck a responsive chord in the hearts of most of those present. It certainly seemed, at any rate, to come at the psychological time, for two new state organizations were announced at the convention and one new local one. A half-dozen speakers in most emphatic terms advocated local book-trade co-operation; others spoke of the need of state-wide bodies. Finally, Mr. Roe of

Cincinnati, in his paper on "Then and Now, Twenty Years of Book-trade Progress," made a well reasoned plea, that merits careful consideration, for a national convention whose voting constituency possesses delegated authority, and a national body representative, by duly organized "sections"—though he did not use this particular word—of every phase of book-trade activity. A national book-trade association holding general meetings, with a "publishers section," a "school book section," a "law publishers and book-sellers section," an "old and rare book dealers section," etc., etc., each section having its own definite and partially concurrent programs—surely this is a suggestive vision of what the American Booksellers' Association may naturally and profitably develop into.

OUR Chicago friends were certainly hosts *par excellence*. From the time you landed at the station on arrival till you tucked yourself into bed at night, evidences of their courtesy and thoughtfulness were almost continuous. Every time you asked for your hotel mail you found a guest card to another club, or an invitation to another tea or luncheon, or directions or suggestions for some new festivity. Chicago's successors will find a swift pace set.

#### BIBLIOGRAPHICAL NOTES

CATALOGUES OF NEW AND SECOND-HAND BOOKS  
*N. J. Bartlett & Co.*, Boston, 28 Cornhill.  
Book catalogue. (No. 66; 624 titles.)

*Cadmus Bk. Shop*, New York, 150 W. 34th St. Catalogue containing selections on Africa, Canada, Mexico, Virginia, [etc.] (No. 40; 5459 titles.)

*Horace G. Commin*, Bournemouth, Eng., 100 Old Christchurch Rd. Catalogue of books recently purchased, including important works on America, history, topography, etc. (No. 58; 584 titles.)

*De Wolfe & Fiske Co.*, Boston, Mass., 20 Franklin St. Catalogue of second-hand books: Americana, New England genealogy, English literature, etc. (No. 17; 933 titles.)

*Francis Edwards*, London, W., 83 High St., Marylebone. The Far East, catalogue of oriental books, including work on China, Korea, Japan, etc. (No. 361; 1082 titles.)

—Catalogue of books on topography of Yorkshire, Northumberland, [etc.], comprising a portion of the library of John E. F. Chambers. (No. 362; 582 titles.)

*John Heise*, Syracuse, N. Y. Interesting list of autographic bargains at \$1 each. (No. 180; 200 items.)

—Interesting list of autograph letters, documents, etc. (No. 181; 133 items.)

—Special bargain list of autographs at 50c. each. (No. 182; 330 items.)

—Interesting list of autograph letters, documents, etc. (No. 183; 85 items.)

*Chas. Higham & Son*, London, E. C., 27-A Farringdon St. Catalogue of miscellaneous theology. (No. 543; 1589 titles.)

*H. R. Hunting Co.*, Springfield, Mass. Catalogue of publishers' remainders and overstock. (Apr.)

*G. Le Mallier*, Paris, Rue de Chateaudun, 25. Le correspondant des bibliophiles français at étrangers, livres anciens et modernes. (No. 292; 1189-1925 titles.)

*McGirr's State House Book Shop*, Philadelphia, 221 So. Fifth St. Catalogue. (B, 1916; 441 items.)

*E. L. Morice*, London, W. C., 39 Museum St. Oriental catalogue and miscellaneous literature. (No. 26; 680 titles.)

*Noah Farnham Morrison*, Elizabeth, N. J., 314-318 W. Jersey St. Catalogue of books, ancient and modern, comprising Americana, folk lore, Canada [etc.]. (No. 157; 6036 titles.)

*C. Richardson*, Manchester, Eng., 207 Oxford Rd. Catalogue of miscellaneous second-hand books, ancient and modern. (No. 79; 391 titles.)

*Schulte's Book Store*, New York, 13 E. 23d St. Catalogue of interesting miscellaneous books comprising the 1493 Nuremberg Chronicle, [etc.] (No. 67.)

*Van Stockum's Antiquariaat*, s' Gravenhage, Prinsegracht 15. Catalogus van oude boeken, handschriften en prenten. (No. 4830-5160 titles.)

## The Sixteenth Annual Convention of the American Booksellers' Association

### OFFICERS 1915-16.

JOHN J. WOOD, PRESIDENT, Cleveland, O.  
WALTER S. LEWIS, FIRST VICE-PRESIDENT, Philadelphia, Pa.  
WARD MACAULEY, SECOND VICE-PRESIDENT, Detroit, Mich.  
F. G. MELCHER, THIRD VICE-PRESIDENT, Indianapolis, Ind.  
LOUIS A. KEATING, SECRETARY, Brooklyn, N. Y.  
EUGENE L. HERR, TREASURER, Lancaster, Pa.

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### Alternates:

THEODORE E. SCHULTE, New York City.  
EDWARD MOREHOUSE, New York City.  
JOHN LOOS, New York City.  
F. D. LACY, New York City.  
L. A. KEATING, Brooklyn, New York City.  
CHARLES A. BURKHARDT, New York City.

### MORNING SESSION—FIRST DAY.

THE sixteenth annual convention of the American Booksellers' Association was held at the Congress Hotel, Chicago, on May 16, 17 and 18, 1916.

The meeting was called to order by the President, Mr. John J. Wood, at ten o'clock.

THE CHAIRMAN: It is quite worth while to be president of the Booksellers' Association, to meet in such a place as this and have such an audience, and I am sure that some of you are envious this morning. It isn't often that we have such sumptuous quarters as we have here. To open our meeting this morning I want to present to you a man who is glad, I am sure, to say something to you, Mr. Frank Morris, president of the Chicago Booksellers' League. This League has grown out of the fact that the American Booksellers' Association came to Chicago, so you see we have accomplished something.

[Applause.]

MR. MORRIS: Mr. President, Ladies and Gentlemen: Our good president is in error when he says I am president of the Chicago Booksellers' League. The League is only in process of organization and I happen to be the chairman of the executive committee: that is why I was called upon to participate in welcoming the delegates here. It is a privilege and an honor to have this opportunity. I have availed myself of the fact that my own introduction may be very short, for I have provided a welcome for you which I know you will appreciate. In the absence of our Mayor, we have a representative of the City here in Charles H. Sergel, City Treasurer of the City of Chicago, who has not only been a bookseller and publisher for thirty years, but is still a publisher, although being the treasurer of the City of Chicago, you can see he doesn't need the money. [Laughter and applause.]

MR. CHARLES H. SERGEL: Mr. President, Ladies and Gentlemen: My friend Frank Morris says that I have been a book publisher for thirty years. I can say he has been a bookman for thirty years because I knew him thirty years ago as a bookman. I can go back even farther than thirty years, thirty-four years. I feel very much like a veteran

as I see you here to-day to think that I have been in the book business thirty-four years.

Last year the people of Chicago, knowing that a bookman—that bookmen in general have very little money of their own to handle, elected me city treasurer so that I would have some money to handle. I have been handling it ever since.

Now it becomes my official duty to welcome your body to Chicago. I deem it a very great honor to do so, as an official of the City. But, personally, as a bookman, it is also a very great pleasure. As far as I know your body has never met in Chicago. I hope that in the future you will meet here often. Why not meet here annually? [Laughter.] We have an institution called the Chicago Book Fair that comes to us every summer. Why not meet in connection with the Chicago Book Fair, and mix business with pleasure? You know Chicago is famous as a summer resort [Laughter] and the Book Fair comes at the beginning of the summer. Chicago is not only a great summer resort, but a great central market, not only for books but for everything else, thus, it seems to be an ideal place for the American Booksellers' Association to meet and to meet annually.

Three years ago, I attended the World's Congress of Book Publishers at Budapest. I was the only American publisher there. I certainly felt very lonesome at first, but the whole-souled welcome they gave every one, and especially the lone man from America, soon made me very much at home. I went there as a representative of the Chicago Association of Commerce. I wished to bring the next meeting of that Congress to Chicago, and I may say that I could have brought it to Chicago if the New York publishers had consented, but I was not able to place the situation before them in such a light that they would consent to have the next Congress in Chicago. Of course, the logical place for the world's congress of publishers is New York. I admit that. Chicago is not yet the publishing center of America. In 1890, if you remember, Chicago boomed as a book publishing center, and we thought that within a decade



Chicago would be rivaling New York. Not yet.

The Congress finally decided to hold the next session in Paris. They were willing to come to America. They wanted to come to America, but lacking an invitation from the official publishing body of America, they decided to go to Paris. If the war had not occurred, they would be meeting this year in Paris. Now, most of those men I saw, three or four hundred of them, instead of selling books, I presume are shooting at each other in the trenches along the battle line. That is certainly fiercer competition than any of you are called upon to meet.

I would like, as I said before, to have you come here often. I hope that this convention will be so profitable and so pleasant that you will be glad that you have been here on this occasion and that you will want to come soon again. I thank you.

THE CHAIRMAN: We are very grateful to you, Mr. Sergel, for giving to us this welcome, and we hope that you will remain during the sessions. While you have given to us this word of welcome, some of us were rather hoping that you would give us the key of Chicago. [Laughter.]

Now, my friends, it becomes my duty to read a paper.

#### PRESIDENT'S ADDRESS

##### *Members of the American Booksellers' Association:*

Just a year ago we came to the conclusion that, for a number of very good reasons, it would be an excellent plan for us to depart occasionally from our fixed habit of always meeting in New York City. As proof that the American Booksellers' Association can do things when it decides to do them, here we are meeting in Chicago.

Every one of us is surely glad to be here to-day and I am indeed pleased to see so many familiar faces and also to see new ones. This Association, of course, exists for mutual benefit, and just as it expects to benefit each individual member, so also should every one of its members do everything possible to co-operate with the Association and assist it in increasing its strength and influence.

The reason I began by emphasizing the change of meeting place to Chicago is because I want you to realize that the same effective action that brought about this change is required to secure for our Association some other very necessary improvements.

That we booksellers need this Association goes without saying, but we certainly need it to be a much stronger and more active force than it is at present. While we may be satisfied with what has been done so far, yet for the future more must be done. The Association needs to increase its energy and activities and the problem we have to solve is how to get more done and how to make the Association a live working force in the everyday affairs of our business.

In the first place, one great trouble seems to be that the Association has too much the

character of an unsettled proposition. We meet once a year, listen to some good talks, have an excellent time and then we go home, and the great majority of us proceed almost entirely to forget that the Association exists until next year, when we hear that there is to be the usual annual convention.

This is, of course, wrong. What we need is a strong, active, central executive force, organized on a permanent basis and headed by a man who will devote his entire time to the Association and its members, and who would, of course, be a paid secretary.

Such an office and organization would be of inestimable value to us. It would act as a clearing house of ideas, it would keep the members constantly alive to the best interests of the business and what was happening in it, it would let the people in the east know what the people in the west were doing, and in a thousand and one ways, it would inject new life into bookselling.

Our dues are exceedingly small at the present time and it would be necessary to increase them somewhat in order to provide for the extra expenses involved in this new plan. But certainly the benefits resulting would be well worth the few additional dollars each member would be called upon to contribute.

Somehow I cannot get away from an uneasy feeling that the American Booksellers' Association is far from having the strength as an Association that it should have. Bodies like ours in other lines of business keep alive 365 days in the year and keep their members on the firing line all the time. Why can't we do the same thing? Why can't we make our co-operations and good fellowship last more than the days when the Association is in session?

Are we to feel that we came here as many people go to church, to be on our good behavior, to be friendly to each other, and then to go home and forget the sermon! Or are we going to make our Association a live factor in our business and have an organization that will be heard from to good effect and will represent our business as it should be represented?

Our problems do not decrease in seriousness as time advances, but very decidedly increase, and it is surely a good thing that the bookseller is by nature an optimist. I do not suppose there is any other business that of late years has had to confront so many complicated problems as we have, and we are now, as always, confronted with the important question of keeping prices where they should be.

Yet, while the cost of business varies in different localities, each one of us knows or should know how much it costs to do business, and we ought to be able to have something of a standard to go by and avoid price cutting or any similar practices that tend to lower the prestige of the business. Of all things in the world cut rate prices on standard books is the worst.

We are in business to sell more books and our Association exists mainly for the pur-

pose of helping us. The bookseller is naturally an optimist—every one of us is an optimist—and we must surely realize that we can constantly find new avenues for selling more books and that it is up to us to open up these avenues.

The right kind of publicity is the most valuable helper we have in this connection. I am a great believer, for example, in the value of snappy, unusual phrases which compel the attention and interest of the public without, of course, creating antagonism and an adverse feeling by going too far. Let us consider just one concrete example. Suppose you have a book to sell that deals with the relation of proper breathing to health. Which method do you suppose would sell more books—to advertise the book simply by name with some words regarding its value, or to run a strong headline reading something like this—**IMPENDING CRISES AVERTED—ALL AMERICA BREATHING FREELY**—then give the name of your book and a few strong words about it?

Let us, of course, avoid extreme sensationalism or undignified methods, but at the same time, let us beware of burying the bookselling business under a heap of dry-as-dust methods. There is certainly no more interesting pastime than the selling of books and why should we not approach the possible purchaser in a way that will show him that there is something real between the covers of a book besides paper and ink?

With a strong permanent central organization, with an active, progressive secretary, we could get each other's ideas passed around from mouth to mouth, and the man who had made a success of certain methods or who, if you please, had made a failure, would pass on his experience for the benefit of the members. It does not require much imagination on our part to see the real value to us in dollars and cents of having this knowledge constantly handed around.

Time was when perhaps in the bookselling business men could afford to sit back in dignified manner and wait for business, but that time has long since passed. To-day a bookseller who wants to make good must use live methods just the same as the man in any other modern business.

We want to sell more books and still more books. We want to make this Association a strong factor in helping us to do this. It is a case of one for all and all for one, and I earnestly commend to your most careful and sympathetic consideration the strengthening and broadening of the powers and scope of the American Booksellers' Association.

The reports of the various committees will be submitted later on, but I wish now to thank the chairman and the members of these committees for their steady, unselfish and most valuable work. I also wish to thank the officers of the Association for their very valuable cooperation and assistance. In conclusion, I think we all owe a special measure of thanks to the Chicago committee for its splendid work in bringing together so many of our

members and in doing so much to make this convention a complete success.

THE CHAIRMAN: Now, we will proceed with our regular business. First, I want to say to all of you, that we are most happy to have you with us. To those who have never attended a convention, I hope that this one will be so full of interest, that there will be so many inspiring and illuminating things said to you, that you will feel that wherever the convention may meet in the future, you will want to go to it.

We will now hear the report of the Treasurer, Mr. Herr:

#### TREASURER'S REPORT

##### RECEIPTS

Balance in Treasury, May 11th, 1915.....	\$ 662.60
1915 Membership Dues paid after the Convention—	
22 members at \$10.....	\$ 220.00
15 members at \$5.....	75.00
	\$ 295.00
1916 Membership Dues to date—	
177 members at \$10.....	\$1770.00
5 members at \$ 5.....	25.00
1 member at \$ 2.....	2.00
	1797.00
Profit on 1915 Banquet.....	65.14
	2157.14
Total Receipts to date.....	\$2819.74

##### DISBURSEMENTS

Rental of office for twelve months at \$20 a month .....	\$ 240.00
General Shorthand Reporting Company for reporting proceedings of 1915 Convention.....	150.00
R. R. Bowker Company for 750 copies of 1915 Official Convention Report (\$175.80 less \$50.00 —PUBLISHERS' WEEKLY's share of expense).....	125.80
L. B. Herr & Son, miscellaneous bills for stationery, application blanks, petitions, membership tickets, membership ledger and cash book, booklets, expressage and postage .....	222.26
Gilbert H. Montague, for professional services re Federal Trade Commission .....	113.34
Otto Ulbrich Company, 1915 Convention invitations and programs .....	52.60
William C. Muschenheim, Hotel Astor, for incidental expenses in connection with 1915 Convention and Banquet .....	29.00
R. R. Bowker Company, for two notices of 1915 Convention published in the PUBLISHERS' WEEKLY .....	28.00
New York Process Letter Company, miscellaneous bills for stationery and process letters ..	25.14
The Burrows Brothers Company, for stationery and multigraphed letters re 1916 Convention.....	8.50
Grace E. Going, Manager, for Petty Cash Box .....	150.00
Grace E. Going, Manager, Salary for 39 weeks at \$6 a week.....	234.00
	\$1378.64

Balance in Treasury, May 11th, 1916.....\$1441.10

##### CASH BOX REPORT

##### Receipts

Balance in Cash Box, May 11th, 1915 .....	\$ 25.74
Received from Treasurer.....	150.00
	\$175.74



*Disbursements*

Grace E. Going, Manager, salary for 13 weeks at \$6.00.....	\$78.00
Postage .....	67.00
Exchange on checks .....	2.26
Expressage .....	1.84
Messenger service to Hotel Astor during last Convention .....	.40
Indelible Ink Pad .....	.15
	<hr/> \$149.65

Balance in Cash Box, May 11th, 1916.....\$ 26.09

THE CHAIRMAN: What is your pleasure with the report?

[It was moved and carried that the report be referred to an auditing committee.]

THE CHAIRMAN: I will now call upon Mr. Melcher, of the Program Committee.

MR. MELCHER: I submit the program as it is. I think there is no further comment, except that we of the committee feel under great obligations to a great many whom I don't know except by their signatures, for their courtesy and help to this committee in preparing this program. I enjoyed this correspondence, and I will later enjoy their efforts, I am sure.

THE CHAIRMAN: I will now call upon Mr. Herr, of the Membership Committee.

[Mr. Herr reported thirty-eight new memberships since last year's meeting and made a plea for more personal work in securing members.]

THE CHAIRMAN: I am going to call at this time upon Mr. Reilly, Chairman of the Chicago Committee, who will tell you some of the things that the Committee have in store for you.

[Mr. Reilly outlined the entertainment provided by the Chicago Committee for the Convention. He mentioned as hosts at the Wednesday luncheon the following Chicago publishers:

The Book Supply Company.  
M. A. Donohue and Company.  
F. J. Drake and Company.  
Forbes and Company.  
Jordan and Company.  
Laird and Lee.  
A. C. McClurg and Company.

Methodist Book Concern.  
The Open Court Publishing Company.  
The Pilgrim Press.  
Presbyterian Board of Publication.  
Rand, McNally and Company.  
The Reilly & Britton Company.  
P. F. Volland and Company.  
W. A. Wilde Company.  
Charles C. Thompson Company.]

MR. REILLY: Some of the publishers here are also to be your hosts at a little affair at the South Shore Country Club during the automobile ride to-morrow afternoon. A. C. McClurg & Company are the hosts on this ride.

[Mr. Reilly gave directions for registration for the ride, and for the theater party Wednesday night. He then announced that through the courtesy of Mr. David Clarkson, of Chicago, all the gentlemen members of the Association might have on request the courtesies of the Chicago Press Club.]

The ladies have been taken care of by Miss Burns of Marshall Field & Company. Thursday afternoon at two o'clock she will be very glad to have all the ladies go over there, and guides will be furnished to show them through Marshall Field & Company's store, and then tea will be served.

Mr. Julius Rosenwald, president of Sears Roebuck & Company, asks our entire membership to come out to Sears Roebuck for luncheon. That didn't seem feasible at this time and we so informed Sears Roebuck; they came back with another letter, saying they would in that case be very glad to receive anybody at any time, and especially at lunch time. They will show you through that wonderful plant of theirs, if anybody cares to go through. [Applause.]

[Mr. Reilly proceeded to speak of arrangements for the banquet and of the necessity of making early reservations for it.]

THE CHAIRMAN: Now, we want your very thoughtful consideration of the papers that will be read during this convention. The first paper on our program is entitled "Some Mistakes of Booksellers," by David Koeller, Jr., of St. Louis.

## SOME MISTAKES OF BOOKSELLERS.

BY DAVID KOELLER, JR., *Blackwell-Wielandy Co., St. Louis.*

When I received a letter from Mr. Melcher asking me to say something at the Booksellers' Convention, I hesitated, as I was reluctant to speak on a subject of this kind lest my talk might be misunderstood, as it is very natural to pick flaws and criticize the mistakes of others. After carefully considering this I decided to enlist and go to the "front," not to intrench or fire from barricades and destroy, but to advise preparedness. Let this be our slogan for the future. I sincerely hope that my remarks will be accepted in the spirit in which they are made, and if some faults are corrected they will not be in vain.

## ILL-CHOSEN STOCK KILLS PROFITS.

Probably the reason more people do not go into the book business is that it is a

business of small profits and large losses. A book that is "alive" is worth 100 cents on the dollar, whereas a book that is "dead" is ready for the fire.

Efficiency counts in every business but the book business. We are not credited with having much sense or ability; if we had I guess we would be in some other business "making money" instead of working for glory and the "little crumbs that the big fish overlook." We work hard for ten years to build up a stock of books, only to lose it in the next ten years. I think twenty years takes us from the beginning to the red flag, and the only reason some of us stay in longer is because we do not know we are failures.

Buying enters into the success or failure to a great extent. The neglect to properly check

up stock before placing orders results in buying stock already on the shelves. This is a common error and results in overstocks of slow-moving books that naturally hamper the buying of "live ones" when needed.

Then there are many selling schemes advanced by the publishers. While many of them are helpful, the dealer who tries to follow up these suggestions will find that he has a large stock of some books which his better judgment would tell him to let alone. We all know that we can sell a great many of certain books. We also know that our business is only so large and our capital so much. What we are trying to do is to sell books at a profit—not to take one particular book and promote it to the disadvantage of the general business. A certain amount of this kind of selling is not harmful but it can be overdone. Do not misunderstand me. I do not mean to say that the book having a call should not be pushed. I believe no bookseller would deliberately try to curtail the sale of a book in demand.

#### SCHOOL BOOK BUSINESS A SNARE AND DELUSION.

Another big mistake is the school book business. This seems to be a real temptation to the bookseller. He does not intend to get into the game but hates to lose what seems to be a large business; he is afraid some other dealer in town will get this trade if he does not stock school books, yet they require a great deal of extra capital that could be better employed in the purchase of more profitable books, and barricade his store two or three times a year against his regular business.

Another great mistake is the lack of a classification system. In a general book stock it is important that each class should be kept separate and attractively labeled so a customer could go to the shelves or sections, himself, and make a selection without asking half a dozen clerks where to find a certain book which he wants.

#### NEW BOOKS SHOULD BE PUT TO THE FRONT.

The displaying of fiction is very important. It is a deplorable fact that these books are in many cases very much neglected. One will find the same titles in the same old place week after week, with no changing of display, and even an effort to conceal the new books, expecting that a customer will "bite" and pick up a "dead" one. This is not the case: I have seen customers enter and look over titles such as I refer to and, with a disappointed look, leave without inquiring any further. New books should always be put to the front and a change of table weekly, if not oftener, is recommended. This is very essential, as sales are not readily made if stocks are not kept attractive and the store neat.

Other contributory causes of failure are the giving of discounts to such customers as school teachers, clergymen and friends, also excessive discounts to libraries, public and private institutions, and selling books pub-

lished at retail list prices at a discount of twenty per cent., which, I notice, is still being done. As an example, in my city, to-day, Kipling's "Jungle Book" (cloth edition) is sold at \$1.20 and costs the dealer 90 cents, whereas the leather edition sells at \$1.50, costing the dealer about \$1.

#### BOOKSELLERS SHOULD USE DEPARTMENT STORE METHODS.

Exclusive booksellers must pattern somewhat after the department store methods. By this I mean that at least once a month slow-moving, soiled and undesirable stock should be taken from the shelves and put on a table at reduced prices. Then at least twice a year (January and July) there should be a general clearing sale. This would turn a lot of "dead" stock into cash, which would prove in the end to be the salvation of the dealer.

A great mistake that still is being made is taking inventory of stock at cost, no matter how old and shop-worn. When these books are put on the shelves they are not worth the original cost and should be disposed of at what they will bring. I know of houses that take stock at from 40 to 50 per cent. discount. This may seem absurd, but you will find that after the first year you will have adjusted yourselves to this method, and you are at least assured that you are not deceiving yourself.

Window dressing is very important and should be specialized in. I believe a solid window is far more effective than to try to display a few books with other merchandise. When you make a window show of books let it be of a solid display. This will attract more attention than an assorted display.

Employing of help is very important and an applicant should be closely scrutinized before being engaged. You should have clerks that are courteous at all times. A pleasant disposition makes sales. Their motto should be, as Colonel Hunter writes, "Be pleasant every morning until 10 o'clock and the rest of the day will take care of itself." The proprietor or buyer should not try to serve every customer that comes into the store. The clerk should be educated to sell and take care of the trade. If this is done you will be in a position to see that everyone is receiving proper attention.

#### A FEW SUGGESTIONS ON MINOR MATTERS.

Don't forget that you are buying books and not discounts. Do not buy excessively. Don't fool yourself, be "on the job." You should be in position when making your purchases to figure out just about how many copies you are positive that you can dispose of. In other words, you should have in mind the names of customers who will be interested in the subject, to whom you can drop a postal when the book arrives advising that you have the book in stock, and if interested you would be glad to have them call and examine it. In this way you would be soliciting business and making friends at the same time.



Then we have to contend with the over-zealous clerk, who, in his anxiety to make a sale, talks too much and loses the sale.

Mispronunciation of titles leaves a bad impression and should be avoided.

Don't fail to listen to the various schemes arranged to promote the sale of books. Then think it over before you "plunge."

Publishers, I understand, are contemplating discontinuing sending advance copies because some unscrupulous dealers persist in putting them on sale. Of course, this is unfair to the publishers and should be discouraged.

Above all, don't be on the "outs" with your competitor. Harmony and good fellowship should and must prevail.

The reason the exclusive bookstore has been so easily and quickly eliminated, especially in the larger cities, is that they have operated

lamely along old-time methods, whereas the department stores have specialized on technical and miscellaneous books with more improved methods and a superior selling organization.

Don't be a "back-number." Operate comfortably—provide yourself with sufficient capital—equip your store with modern methods and work with enthusiasm.

Don't be indifferent when an opportunity presents itself.

Be on the alert and you will go rapidly and easily on a comfortable road to the goal of success; otherwise you will fall by the wayside.

THE CHAIRMAN: The next paper is entitled "A Few Knocks, Knots and Knobs," by Mr. William A. Parker of Eau Claire, Wisconsin.

### A FEW KNOCKS, KNOTS, AND KNOBS

By WM. A. PARKER, of Eau Claire Book and Stationery Co., Eau Claire, Wis.

I have never been able successfully to adapt my thoughts to a subject assigned to me and so, in answering your committee's letter, I asked permission to use this title as it would more easily cover the somewhat disconnected thoughts I have to present for your consideration.

I have three parts to my talk, like all the good New England ministers, from which section of the country I originally came. Knocks will come first for I want to get them out of my system, and too, I have no use for a knocker. There are two kinds of knockers, however. Did you ever look that word up in Webster's Dictionary? Of course, I mean Merriam's Webster. One definition, and the one I like best, reads "a spirit or goblin supposed to dwell in mines to show by knocking where ore is." Now, after I get through my knocking of the other kind, I am going to try to show you a little ore and it will be your duty to see how it assays.

#### KNOCKS.

There are many booksellers, and they are not all small ones either, who take no part in these meetings and seldom, if ever, attend and yet they are loud when they wish to find fault. The meanest man I know of is the man who is big enough to think ahead of and better than the rest of us and yet does not recognize it as his duty to come here and give us the benefit of his opinions and experiences.

A word to those here, and you are the ones I most want to speak to, for you represent the live, active Association. This Association is a good one. It is made up of the best fellows in the trade. Your efforts of the past have been commendable and your dreams of the future are all right. The object of the Association could hardly be improved.

Did you ever sit down and read the minutes of your annual meetings in an impartial way? Did you ever stop to think about what proportion of your meetings have been taken up by various subjects? You have just sent out an announcement of what the Association has

done in thirteen long years. Really the only thing that statement contains, as a real tangible result, is the fixed price. Fixed prices have come, not by law nor by your efforts alone, but largely because of economic conditions.

I have never been one who thought the sole salvation of the book trade depended upon the net prices. Not by any means. The net price is here and I join with you in saying that it is a good thing, but do not let us spend more years discussing this same subject or worrying too much about it. Let us consider other things and see what the effect on the trade would be if we gave them as much time.

I am through knocking. It wasn't very bad and not meant to belittle the good, generous work so many of our members have done, but I do honestly believe that if you are going to bring in other members and do the greatest amount of good, you must look at some others of our problems—and they are many and big.

#### KNOTS.

Now for the Knots. What are they? I have time for just a few. How to counteract the influence of the automobile and to get more readers is a vital proposition. Another is how to get people into the store and to increase the number of book-buyers, and when I say this I do not mean the buyers of the new fiction; they, gentlemen, are not the ones who will pay your dividends. What may the bookseller do to offset this loss in sale and what else may he handle to offset the overhead expenses? How may he solve the help problem? These are a few of the knots we come across as we are working with our respective woodpiles and I expect the booksellers everywhere have to consider them.

By Knobs I mean a few pegs on which we may hang our hat and coat while we are working away day after day to see how many cents above cost we dare bid and yet not lose that library order.

Now I want to ask a few questions just to



prevent my making any misstatements hereafter. Will you please answer promptly.

#### SIDE LINES IMPORTANT IN BOOKSTORE.

How many booksellers present handle books only? [25 arose.] Those handling old and rare books and English remainders sit down.

How many handle stationery, either society or commercial?

[A large proportion rose.]

How many handle toys and sporting goods?

How many have other lines besides those mentioned?

[To the last two questions there was a scattering response.]

There, gentlemen, is a vivid picture of trade conditions and I say it is time we consider ours in the right light. We are, in reality, department stores and yet we cry out against the big department store. I believe I can safely say that, barring one or two exceptions, where conditions may be peculiar and not general, it would be impossible to conduct our business solely as a bookstore.

There is no one plan which all can follow. There is no sure road to success and I am not here to-day to point out that one road. I am going to try to point out a few paths, most of which you are doubtless very familiar with. If you have never tried them you are welcome to do so. If you have tried them, you have the satisfaction of knowing that they are either good ones to follow or to keep away from.

I have just said that we are in reality department stores. I repeat it, but, oh, how we lack the organization. We have fixed overhead charges which the profits on books do not cover and our problem is to find the profit-paying side lines and then develop these into real departments. Some are doing this. Only a few weeks ago we read in the PUBLISHERS' WEEKLY of Mr. Johnson's wonderful progress. Now, I am sure he did not build that business and buy that fine building from his book profits only.

#### IMPORTANCE OF TRAINED DEPARTMENT HEADS.

Many have attempted to branch out. They have tried cameras, wall paper, sporting goods, pictures and frames, and each has been given up or is now dead and waiting to be buried. I have heard booksellers say that this or that department did not pay, and yet I have found this to be the universal reason: the departments were given to some inexperienced clerk. It started well, the store's prestige helped, then some other store took it up and in a mysterious way got the cream of the business. There really was no mystery about it. The new store had a specialty man, a man who knew and understood that business in particular and of course he got the trade. If we do not get the specialty men for our departments we cannot succeed, and yet I maintain that there are few, if any, booksellers here who are not in cities large enough to maintain safe, profitable departments which, if properly managed, would pay good dividends, all under one roof, thus saving the expense which a man carrying that line only has, and I am certain that such a department

would draw trade from or against any similar effort put forth by a department store of the regular kind.

#### BOOKSELLER SHOULD STUDY LOCAL CONDITIONS.

Local conditions must in every case govern to a large extent. Springfield, Mass., and Eau Claire, Wis., present two different problems and we must take our noses out of the U. S. Catalog long enough to study them. If the heads of some of our bookstores would get out of the store, away from the details, and study their proposition and their city, I am sure many improvements could be made. The factory town bookseller has one of the best opportunities he ever had, for workmen are earning more, studying books so they can earn still more and then spend more. Have books which they need, books on their respective lines of work. Let them know that you have them and welcome them when they come in. They pay cash and are very apt to see something else they want. Years ago I learned that the "dinner pail trade," as a former employer called it, was a good one to have and I am always glad to welcome them in our store.

I spoke of the auto. I do not know how many booksellers, I do not say publishers, are present who own them, and I am not going to embarrass you by asking. They really have a very harmful influence on our trade. The evenings are not now spent at home and money that might go for books is used for gasoline. Once a young couple starting housekeeping looked forward to the building up of a library. Now the dream is to own a car. Of course there are hundreds of people who can have both car and books and for a minute they are our problem. One of the best plans tried out in recent years, to my knowledge at least, was the Kipling program at Bullock's at Los Angeles. [See PUBLISHERS' WEEKLY, April 15, 1916.]

A bookstore should be and can be made the social as well as the literary center of the business district. Bullock's concert may not have been a great success from the standpoint of sales, but again it attracted attention to that store and every time this is done it is good advertising. Get the people into the habit of going to your store. They may acquire a desire for books and you can undoubtedly sell them some of the other lines, which you carry as side lines. This is especially true if you have a well organized sporting goods department. Make it a fad to have books, if necessary. So much for the department store idea. It is possible to develop this most successfully, but it is up to you to think it over and work it out to fit your own conditions, but remember I have said that these special lines cannot be handled unless you have clerks who understand them, and yet I am sure that it is possible to make these departments pay a profit in addition to the expense of a real man in charge of it.

#### TOO FREQUENT SALES A MISTAKE.

I think one of the mistakes often made by booksellers is to have too frequent sales. I

am convinced that an annual sale is an indication of poor judgment in buying. I may be wrong, but briefly this is my plan. If you have a large quantity of dead stock on hand, get it out, every bit of it. Clear away the regular stock, load the counters for the sale and then cut the prices and cut them hard. Do not look at the cost, but consider what you think the item will bring and then mark it a little lower than that. Advertise a "Clean Up" sale, limited to one week, and then stick to it. When the week is over, put the balance in the cellar or throw it away and then make up your mind to buy more carefully, and most important of all, make a solemn resolve not to have another such sale for three years. When you do have another the public will know it is genuine and your last sale and real bargains will be well remembered.

I do not believe in a general use of the reduced price tags, for the public are generally suspicious and we know that the list prices we sometimes use are not always representative of the real or original value of the books.

#### SALES THAT HAVE "MADE GOOD"

There are many ways to attract attention to sales of this sort, but some of the best I have known were window displays made in advance with the cards giving date of sale. I would get the store ready several days in advance, have the counters filled and then cover them and fasten the covers down and put a sign on top giving date of sale. It is wonderful how curious people get about the things under cover, and then they begin to talk. Try a Dutch auction on some of your slower sets and other items. It makes a hit.

About fifteen years ago I spent a month in Springfield, Mass., and while there our friend, Mr. Johnson, had a grab bundle sale, which was a success. I remember I bought two just for the sake of opening them. That idea seemed good to me and I waited just fourteen years before I got a good chance to try it out. Not every store has a sufficient variety of stock to make this sale what it should be.

Last year, in March, we decided to have a real clean up. We made all the plans just mentioned, and then I proposed the packages. Much doubt was expressed, but I was told to go ahead. We printed green labels, reading "Mystery Bundle 25c." We put some in the window and we gave them a little space in our full page ad. I was a little uncertain myself as to how it would pan out and I decided to play safe, so we only made up 200. We put in books, games, pencils, penholders, ink, stationery and all the hundreds of things that will accumulate in ten years, especially if you have done a little jobbing during that time. No package contained goods which originally sold for less than \$1.50 and some went as high as \$10, for we still had some high-priced Ping Pong sets on hand. These packages were then heaped in a big bin just inside the front door. We sold out by four o'clock the first day and in four days we sold 800 packages.

Say, that town went mad over mystery bundles. Some people bought six or eight, yet the most ridiculous thing was to see the motor-man stop his car in front of the store and the conductor rush in to buy one or more. This happened not once but many times. We heard not a single complaint except from those who came too late. We stopped at the end of the fourth day, because we could not give a good bargain. We got \$200 in cash from that lot of packages, and if we had put it unwrapped in a pile and marked it "take one," half of it would have been left on our hands, yet I repeat, every one was satisfied.

#### GOOD HOUSE ORGAN IMPORTANT

How many bookstores have house organs? Why not? Ours is one of the best lines in the world to work up and then our customers would get something individual and not publications that they have received from two or three other bookstores. Be original and do not be afraid to tell your customers that a book is not good, or if you prefer, leave it off your list and boost those you do honestly believe in; but remember it is your business, you are paying the rent and you do not have to buy or push the sale of any book unless you believe it worth pushing. Some announcement about the various departments of your business ought to go to your customers at least once a month.

#### LOOK OUT FOR INCIPIENT COMPETITORS

Competition is always cropping out here and there. Some department store or some new store comes into town. Now we know that competition and a competitive fight is mean at best, but you have got to meet it and it can be successfully met if prompt action is taken. Do not overlook a feeble effort, for there are always enough people who do not like you to be glad to see some one else start; but just the same, they like to see a good fight and you may win them back if you handle it right. I know one bookseller who has successfully fought all attempts to start book departments or stores in his city. He has served the public well and they are satisfied; and although on one or two occasions competing enterprises have been contemplated he has met them promptly with plenty of advertising matter, a real sale and low prices. One instance recalled, something in this line, was that of a publisher's salesman who tried to force him to buy Bibles of a certain kind. He did not want them as they did not meet his requirements. He had something else just as good and the salesman was not willing to wait his turn, but took a defiant attitude. The bookseller realized where he would be most likely to go, and he had no sooner gone out of the store than a window was cleared and a big stock of Bibles put in at a very low price. Developments were then awaited, and sure enough, the other man to whom he went was a department store manager: he came to the store to see what Bibles were selling for; he only got as far as the window when he saw that stack and the prices, and he turned back and did nothing



about the Bible sale. This is only one instance. There are many such that have been tried, but the real solution of the competitive problem is prompt action.

One of the problems I mentioned was to secure competent help. When I went to work I first learned to sweep the floor and help wrap packages and we went up the line at slow stages. We were pick-up boys, order boys, and finally we were privileged to price library lists, and there we learned to hunt things up in a catalog. That was long before the U. S. Catalog made this work easy, and yet to-day every clerk should understand something about the catalogs and how to find out about books. That they do not is apparent to any one who goes into the average bookstore to-day. There are a few clerks who know something about books, but the balance are merely salespeople without any training. They are expensive at best.

You will pardon just a little word of what we are doing at our store. At present we have a book department which we think is no small department for a city of 18,000. Our society stationery department contains the best. We take engraving orders and print cards from plates and do the work ourselves. Our die-stamping machine is in a conspicuous place in the store, so that if a customer comes in and orders a box of stationery and has a die on file with us we can promise delivery of the embossed stationery within an hour. They can actually see our girls doing the work. Our commercial stationery department is exceptionally well developed. We carry office furniture of every description and have the satisfaction of having furnished every important outfit bought in our city during the past few years, and some of these have run into considerable money. We have a very good sample line on our floors. Our school furniture and supply department is as complete as any in the West. Our library department is exceptionally well organized. In conjunction with our business we have a printing and bookbinding business. This is not a small one, but well organized so that we can do all kinds of printing, ruling and binding. We print our own catalogs.

A large space of our second floor has been turned into a rest room where we have comfortable furniture, and this room is used for committee and club meetings, and as soon as our Normal School opens in the fall, we expect to have it well patronized as a meeting place for students. It also serves as an excellent room for picture exhibits, of which we have several during the year. Our picture and framing department now does practically all of the business of the city. These exhibits, of which I have just spoken, range from low priced pictures to exhibits of originals selling at several thousand dollars, and we sell the pictures, both the high priced and the low.

Our circulating library has proven quite successful. Though not a big paying department, it is a help. We think we make it more attractive because we make it exclusive. Only those specially invited may join and

in this way the books only get into homes where we know they will be well cared for.

There is one word which I want to mention as a sort of store slogan. When I first started to speak I said it was no use starting a department unless you did it right. We already have in hand plans for one or more new departments, but shall not start them until we can start right. When we attempt a sale or exhibit or a new department, the boys always say "let us not do it unless we can make a 'splash.'" In other words, the word "splash" has become the store slogan. If we get up a window or counter display, we try to make it big enough to attract attention, and it has done so.

Our problems are many, but they are mighty interesting and they can all be solved; and the bookseller can have the big store of the city if he will, and best of all, he will be working in one of the pleasantest lines I know of.

THE CHAIRMAN: Now, ladies and gentlemen, I hope you will give consideration to the papers that have been read. I want to open now the discussion on the first paper, the mistakes of a bookseller. We are here for information.

MR. DOUBLEDAY: One remark that was made interested me, and that was that a bookseller should have the courage to say that a book was no good. I am here as a bookseller. [Laughter.] I don't know anything about publishing, and very little about bookselling. If the booksellers only did have the courage to tell the public when they believed a book was no good, we would have better publishers. Not that I am here to help the publishers, or to help better the publishers; but that is a very important point.

MR. BUTLER (N. Y.): If the booksellers followed Mr. Doubleday's suggestion we would have to get out of business. [Laughter.]

MR. DOUBLEDAY: If the business is so bad as that, we had better get out. [Laughter.]

MR. HERR: I just want to say in connection with what has been said that the truth is just the opposite from what Mr. Butler says: the more you condemn a book the more it will sell. [Laughter.]

MR. CONOVER (Amsterdam, N. Y.): How can I condemn a book for everybody? I may not like a nature book, but it would not be fair for me to condemn it because a great many think that nature book is just the thing. In other words you must be broad enough to know the good books in every department. [Mr. Conover proceeded to speak of his personal interest in nature books and advised every bookseller to get some fad or hobby that would take him out of doors.]

MR. WALTER S. LEWIS: I wish to impress one thought that Mr. Koeller brought out—the importance of local associations. One of the great mistakes of booksellers in the past has been their offishness with each other, the feeling that any sort of organization, or even friendliness, among the local booksellers was a mistake. It seems to me



that in all towns or cities where there is more than one store dealing in books, there should be a local organization. We are very apt to look upon our competitor as a man with horns and hoofs, but when we have met him face to face and found that he is flesh and blood as we are and that our interests are identical, we at once recognize our common interest in each other's business, and in each other's prosperity and have taken a long step forward toward each other's success. I want to urge that all booksellers who come from places where there is no local organization endeavor to form such an organization. It is to the interest of the national organization that we have in towns and cities, all over, local organizations. [Loud applause.]

MR. HERR: I want to second what Mr. Lewis has said. Such an organization would be of tremendous value to the national booksellers' association. The trade in New York City has been, I think, much more cohesive, because of the Booksellers' League there. That is an old institution; it has held the whole trade together. In recent years the organizations that have been formed in Boston and in Philadelphia have been a wonderful help in strengthening the book-trade. I think the biggest thing that has been accomplished by this convention has been the magnificent organization that has been formed here in Chicago in the retail trade, an organization that, as I understand it, was started largely by the fact that we were to have our convention here. Now, getting together in a small town may seem more difficult. It may seem to the small town bookseller that getting an organization together there is not practical; but although there may be only two or three or four or five or half a dozen people in the business in your city, counting bookstores and department stores, try it out, form a little organization of booksellers and you will profit by it.

From my experience as an officer of this association, I realize that until we can get such local groups in the small towns, and then possibly, state groups, the national association will never be able to build up the strong, cohesive organization, covering the whole country, that we would like to have. The United States is a big country. Distances are tremendous. We want to build up, from the ground up, and not try to build from the top down.

MR. COE (Springfield, Ill.): The Illinois Booksellers' and Stationers' Association was organized two weeks ago to-day at the Hotel Jefferson, in Peoria, a number of retail booksellers and stationers in the cities in the central part of the state being present. Our keynote at once was co-operation: we organized a clearing house for ideas. We believe a great deal of benefit is bound to be derived from the movement. I am sure it will grow. We formed ourselves into a regular organization, and our next convention is to be held at Bloomington Illinois, on May 1st and 2nd, 1917. [Applause.]

MR. BUTLER: Mr. Chairman, I want to call attention, in connection with the point touched upon by Mr. Lewis and Mr. Herr, to what the PUBLISHERS' WEEKLY and the *Bookseller, Newsdealer & Stationer* have brought out in support of the movement. I hope that at this convention we will be able to formulate a plan by which we may have a booksellers' association in every state in the Union.

THE CHAIRMAN: I would like to say that during the summer an organization will be formed in Ohio. We will meet, I think, at Oberlin for the formation of an organization of booksellers. We had hoped it would be done earlier, but we couldn't get around to it. [Applause.]

MR. MCKEE (Detroit): As perhaps one of the younger booksellers I would like to say a few words about co-operation. Something has been said about a clearing house of ideas. That may be the chief function of state booksellers' associations and national associations, but I think you will get your greatest good from the local organizations in what you may call practical co-operation between the local dealers. I don't believe that I have, for instance, found in any city the book-trade co-operation that exists in Detroit. We find that we sell more old book stock and more books that we are anxious to get rid of to our competitors than we do to our regular customers. [Laughter.] One of the largest accounts we had last month was a so-called competitor. This practical co-operation grew up gradually through the efforts of a man who is not here now, Mr. Ray Denham, and Mr. Ward Macauley. It is working so well now that we have one of the department stores willing to co-operate with us, and the other department store, the only other one that has a book department that amounts to anything, buys its books from one of us. This spirit of co-operation in Detroit will increase rather than diminish and it is a relationship which we have shown can be established in any town, no matter how large or how small. [Applause.]

MR. MACAULEY: I would like to second what Mr. McKee has said.

I would like to have you all read a little paper by William Dean Howells, called "The Critical Bookstore." It is very amusing and at the same time will give you a great deal to think about.

MR. KELLER (Indianapolis): Mr. Koeller's paper has been very beneficial to me. And in that line I have a confession to make. One of the biggest mistakes I ever made is not to have attended these conventions before. [Applause.]

MR. ARNOLD: I would have arisen before, but I understood we were to discuss Mr. Koeller's paper later. He made one statement that it seems to me is not in accord with actual practice. He says that if you don't want to buy a book when it is presented by the publisher's traveler you don't have to buy it. That seems to me quite contrary to the fact. The publisher makes

a book market, to a great extent, by his advertising. When a book is advertised, if we are wide-awake booksellers, we must have it. It matters not whether the book is a worthy book or not, we must have it represented in our store.

It sounds very nice to have this co-operation they have in Detroit, to have a partner who will pass off the bad books for you, so that you will not have to take the odium yourself [Laughter]; but the real question is, why should we have to sell bad books at all? After they are found out to be unworthy why shouldn't there be some other way of getting rid of them than that of palming them off on the public at a more or less reduced price? Why should the bookseller be put to this temptation with books which in some way or other he has been induced to buy, but which have turned out to be unworthy books? Is it not in the province of the publisher to free us from this incubus of unworthy books?

MR. J. K. GILL (Portland, Ore.): I think the bookseller has protection now in the book business against such books as Mr. Arnold objects to. It is assumed that the publisher will not issue a book that is not worthy of circulation, and I think there is more danger in the bookseller making a mistake in presuming that a book is unworthy than there is of making one in taking the book on the representation of the salesman of the publisher. We certainly have protection, for it is to the publisher's own interest to prevent the publication of a book that has no merit.

We have found local co-operation of great value with us. I remember the time when we did not care to confer with each other. We looked at each other over our left shoulders, but that time has passed, and we have been able to get together to interchange ideas. I am curious to know how many local booksellers there are here (and throughout the country) who are also druggists. We have in our state a great many small stores that carry drugs and stationery and books. We have not considered these druggists as booksellers, but I don't know but that a good deal more could be accomplished if the men who were really druggists but who carried books and sold them, might be regarded as booksellers also. When I get home I think I shall take that matter up and make an arrangement by which we shall hereafter consider the small dealers of books and drugs as if they were exclusively booksellers. It occurs to me that that would be of general benefit to the book-trade in our state.

MR. C. A. BURKHARDT (N. Y.): Mr. President, I cannot resist the temptation to say something about organization, by instancing a case in New York which demonstrated its effectiveness. The Board of Aldermen there passed an ordinance putting the bookseller on the same plane as junk dealers. He was supposed to record every old book he purchased and submit that record to the policeman on his beat, to any policeman, if he saw fit to ask

for it. The New York Association got together, and we called upon the police commissioner, put the case before him and showed him the injustice of the ordinance. He took the matter up with the mayor and the ordinance as finally passed eliminated the bookseller from its provisions. I just wanted to mention that as one instance of showing the value of organization.

MR. GRAUER (Buffalo): I should like to hear discussed the discrepancies that exist between the two papers with reference to the holding of clearance sales. One paper, if I remember rightly, suggests the advisability of holding several clearance sales during a year, and the second paper says it is more desirable to hold these sales at longer intervals, say once in two years.

It seems to me that those of us who are able to resist the siren songs of the publishers' representatives may be able to get along with a sale every one or two years, working off then the less desirable parts of our stock. But those of us who yield to the persuasiveness of the publishers' ambassadors may find it necessary to have sales much more frequently than every two or three years. I have been in a few bookstores in my life, and I would hate to advise the owners of most of those stores to wait for two or three years before holding sales. [Laughter.]

MR. WEBSTER (San Francisco): I am interested in what has been said regarding the importance of organization. We have in San Francisco a very fine organization of booksellers, including all the San Francisco "Bay Counties," which include Oakland and other towns. We are now in our fourth year and our organization has been of great benefit in many ways. One of these is this very matter of the exchange of stock. We have what we call a "clearance exchange committee." By having a joint list of overstock in the hands of our members that overstock can be reduced.

We have a membership of fourteen or fifteen booksellers, including some department stores (not all of them). I was wondering, as I sat here this morning, how many cities or states have a booksellers' organization.

THE CHAIRMAN: New York has, I know; Philadelphia has, Boston, and now Chicago.

MR. LEWIS: Any one who feels at all delicate about approaching a competitor on this subject, will find when he does approach him that he has for a long time wanted the same thing. That was our experience in Philadelphia. We were afraid of each other, rather timid of approaching each other. But our good friend, Mr. Shoemaker, who I believe initiated the idea in our town, met a ready response from nearly every one approached.

MR. SHOEMAKER: A good many people who are in sympathy with a book organization of some kind, locally, have some hesitation about taking it up, because they have had no experience in any organization of the kind. I, for myself, will be very glad to see that



any one who is attending this convention has the benefit of our experience, and I know Mr. Burkhardt would be more than glad out of his experience to give any desired suggestions. Certain formalities of course are necessary in effecting an organization. The first question asked is: what kind of a Constitution and By-laws do you have? Both of our organizations, in New York and in Philadelphia, have printed By-laws which are at the disposal of any of you. The next question is: how often do you hold meetings and what do the meetings do? What kind of speakers do they have? We have in Philadelphia preserved the announcements that were sent out for each meeting, giving the names of the speakers and their subjects, and I should be very glad to loan this set of announcements to anyone. I happen to have it in Chicago now and I would be very glad to let anyone see what we have done in the four or five years of our existence.

MR. BUTLER: I would like to say a word regarding the question of overstock. The Board of Trade has discussed at one or two special meetings the plan suggested by Mr. Arnold at the convention two years ago. We have laid the matter very carefully before them, but I am sorry to say that so far we have not received any very great encouragement. Still, we hope eventually to bring about the reform advanced by Mr. Arnold, on the ten per cent. return basis, which would result finally in relieving the bookseller of the overstock problem.

THE CHAIRMAN: I would like to tell you something about co-operation. The president of your organization receives many letters during the year regarding the difficulties that book concerns in different parts of the country have. He has made some hurried trips during the year and he remembers one especially. A "trouble" letter was received from a town where there were two department stores, two big bookstores and some

smaller ones. After getting the facts together I took an afternoon train. I called on two competing stores, without either of them knowing that I had been invited there. Finally I arranged for one man to meet me at the hotel at noon. I took the other man I was with to lunch with me, and he was very much surprised to see standing in the lobby of the hotel his great enemy and competitor. After that we had lunch together, and there were no battles, either. That afternoon, later, I had the other two stores get together, so that the next noon when I left that city, we had a little luncheon, with the four competitors meeting together in perfect harmony, understanding just where their difficulties were. The great trouble with many of us is that we are afraid to meet our competitors. Now, I tell you, the man that you have to take care of, the man that you must fear most, is the man under your own hat. He is the fellow to watch. We should be so that we can frankly call each other up over the telephone, or go into the other man's business house and tell him our troubles. Then he will come back at you with his, and when you go out you will find that you haven't any troubles.

[Mr. Conover made some remarks on the proper attitude of the largest bookstore in a community towards its competitors, citing his own experience.]

THE CHAIRMAN: I will now announce the following committees: On the resolution committee, F. C. H. Gibbons, Clarence Sanders, Mrs. Matthews and Charles Butler. On the nominating committee, Eugene Herr, Henry Sanders, J. J. Estabrook, David L. James and E. I. Hyke. For the auditing committee, H. C. Barnhart, C. M. Roe and F. W. Dickerson. I would like these committees to get together and have their first meetings as quickly as possible.

[After some further directions from the chair the meeting adjourned until 2 p. m.]

#### AFTERNOON SESSION—FIRST DAY.

THE meeting was called to order by the president at 2:00 p. m.

THE CHAIRMAN: Shall we take up the discussion of the last paper that was read this morning, "A Few Knocks, Knots and Knobs"?

MR. HYKE (St. Louis, Mo.): In regard to the clearing sales—I think we have to have clearing sales. Unless we go over our stocks from time to time and take out undesirable books, it does not seem possible to me that we can be successful booksellers. I think, as Mr. Keller told us, that it is necessary to have clearance sales not less than twice a year. There are two dull seasons of the year we could have them, in mid-summer, and again in January or February, possibly right after the Valentine season. There is no way of running a successful store otherwise. We had in St. Louis the Philip Roeder Bookstore. Mr. Roeder bought books a great many years and accumulated probably one of the largest book stocks that

has ever been accumulated. If he had cleaned out his books occasionally, say once a year, I believe his store would still be in business instead of having failed.

MR. LEWIS: This seems to me a point which each bookseller must decide for himself. As a department store bookseller. I find it absolutely necessary to institute sales much more often than once in three years. I should say it would come nearer to once in three weeks. You have got to keep your stock clean.

MR. BUTLER: Would it not be possible to come back to the clearing house question? Why couldn't we establish in a large center a clearing house that would take over all that class of stock and dispose of it throughout the country? I think it might do it to better advantage than one could on individual sales. Some years ago we discussed this question, didn't we?

THE CHAIRMAN: We talked something



about it, I think, and, if I remember rightly, it was referred to the Board of Trade.

MR. BUTLER: No, it was not. I am happy to say that is one of the things the Board of Trade didn't get. [Laughter.]

MR. HERR: Mr. President, the clearing house was referred to the Board of Trade and the Board of Trade referred it to me as a special committee, and after going over the matter pretty thoroughly I personally could not see how it could be financed and handled, and I so reported to the Board of Trade, and on that recommendation it was dropped by them. I do not say it is not feasible and not a good thing, but at that time, a year and a half ago, I could not see any possible way in which it could be financed.

MR. BUTLER: The clearing house to which Mr. Herr refers was an entirely different proposition from the one I am now bringing up.

MR. HYKE: We find in St. Louis that the clearance sales rather stimulate the book business than check it. We get together and have sales at the same time, the department stores and the bookstores. The combined advertising really makes good big business.

MR. MELCHER: There is a happy medium to be worked for in any of these things we outline. When Mr. Parker, this morning, spoke of the need of variation of departments I was much interested, but it struck me at the same time that perhaps his was not just the emphasis that we needed, because we are almost too much inclined now to go into different departments rather than to stick to our own profession. Last year I ventured at the convention to get enthusiastic about the book business, and some one came up to me afterwards and said: "That's all right. You are enthused about the book business as a business; but if I didn't handle wall paper Mrs. B. could never go to Florida." That got my mad up a little bit and I said: "All I can say is that Mrs. Melcher doesn't go to Florida." I believe that the emphasis needed here is on getting a living out of the book business. I believe it can be done.

MR. CONOVER: A clearance sale is a very good thing. I have had one in 37 years' experience, and the reason of it was we had a fire next door and I was damaged by smoke and water and we had a fire sale. I got rid of every old plug and everything else I had in my store on that fire sale, and I have not had to have a sale since. [Laughter.] When they come to me and ask me why I don't have a sale I say: "Why, my dear man, I am giving you a sale every day. I don't have to wait a year to give you a bargain. You are getting it whenever you come in here."

But there was one time when I did. I keep a variety store now. It is not entirely a bookstore. We got a lot of stuff accumulated and I filled a basket with, I should say, at least five or ten dollars' worth at retail and sold it for a quarter. There wasn't any grab-bag business about it. They could see what there was, a basketful of stuff. I cleaned out everything I had in that way.

THE CHAIRMAN: It would be interesting to hear from some of the ladies.

MISS COOKE (Chicago): My interest has been, not to have fires in order to hold a fire sale, but how to create a bigger reading public, and I found that preparing a list of books along a definite line was one good way to get an increased reading public. We deal in scientific books a good deal; we have people coming in for books on how to teach gardening to children and all that sort of thing. I prepared a list of books suitable for children that would encourage them in planting, and I sold a great many books through it. I have found it better to distribute lists of books along different lines and so create a new reading public rather than to depend on accidents and fire and water sales.

Another idea I got from a street car man whose son went to high school. He said his boy read a book first and he read it after the son had explained it, and then he read it to other street car men, and in that way sometimes I have sold 20 or 30 copies of a type you would not think men in that occupation would read. I think much can be done in the way of creating a new reading public. In encouraging the working people to read books, we have sent out men who could talk, and they have gotten quite a book-buying sentiment developed in that way.

MR. LIPPINCOTT: I was hoping to hear something more about how to eliminate waste. It has always been the publisher's feeling that we send a great number of circulars and advertisements to people who after all are either not interested in the particular books advertised or else, perhaps, have already purchased them. It has seemed to me as though this were something worth going into pretty carefully, and along the lines suggested some time ago by Mr. Rider, of the PUBLISHERS' WEEKLY. He said then that, if he were in the book business, he would make it a point to catalog or index in some way every person in his particular community who could become a reader and then to approach him or her at the right time with the particular book or books, as they appeared, in which that man or woman was interested. In other words, not to send an advertisement on "How to Feed Pigs" to some one who wanted only to know how to feed children; not to send a circular on "Asparagus Growing" to a man who had only a room in a flat. The bookseller, not the publisher, is the one who can really look into the inside life and likings of the individual. It would be fine if we had things thus so systematized that waste, which after all takes so much from profits, were absolutely eliminated.

MR. CARY: Something has just been said about waste. It occurs to me that the plan suggested to the Booksellers' Association some years ago by Mr. Arnold is worthy of our serious consideration. That was a provision by which a certain percentage of the sales could be returned to the publisher. This, it seems to me, is germane to the subject which we have in mind. We want to

eliminate waste. We want to eliminate what is known as clearance sales, and yet we want to appeal to that instinct which makes books interesting to most big buyers—a bargain. I think some of the biggest buyers are people that like to run around and find something at a sale price, at a bargain.

One publisher, at least, I know has adopted Mr. Arnold's plan, because I signed a contract for our retail store a few days ago by which a certain percentage of all the books we bought could be returned within three months, giving us a trial of the books, and still saving us the needless waste. I believe there could be established a clearance house for publishers and that we could get all publishers to agree that a certain amount of books from a list could be returned. The most significant thing as you go around from bookstore to bookstore is that you find the same "plug" in each place. [Laughter.] When I used to be out on the Pacific Coast I used to come East once a year to find out what I could get in the way of remainders to take out there to sell at a bargain. When I struck Chicago I would see a pile of books, and almost invariably I would find the same books, the same titles, all the way down to Boston and back again.

Now, if a plan could be formulated by which such books could be returned to the publishers, as has been provided for in the contract which I say I just signed, and the bookseller could be allowed to return this overplus, it would be found in nine-tenths of the cases that this overplus was of the same books. Then if the publishers would organize a clearance house of some sort or another for the books taken back so that a bookseller could go there and purchase them at greatly reduced prices, they might be distributed again all over the country at the low prices, so there could be clearances and bargain sales in every store. That has been done already by some of the publishing houses.

We want to sell more books, but we want to maintain prices, and in maintaining prices we want to have a certain fixed standard of value. The time has gone by when we think one competitor should outsell another. What we want to do now is to establish a price and sell at that price, and then we want to get together and push the book business as a whole. A clearance house of this sort, it seems to me, would eliminate most of the difficulties which are troubling booksellers to-day. I do not like the idea of booksellers coming here and saying they cannot make enough money on books. I don't think it is true. If we don't make money selling books we do not know how to sell books.

Recently I had an opportunity to look over the trial balance sheet of another large concern, and it was a revelation to me. They were doing business better than I was doing it, and I made up my mind the minute I read that sheet, "If they can make such money in the book business, I can." There is money in the book business. [Applause.]

THE CHAIRMAN: Do you wish to discuss this paper any further?

MR. CONOVER: Just one word in regard to the last speaker. He did not go far enough. You ought to take the public into consideration too. If a man comes and buys books of you and doesn't want them all, is he to come back and exchange them?

MR. CARY: That is a point we ought to consider. If the publishers are playing the game on the level, and I believe they are, there aren't so many real "plugs" as there are books that simply do not find the right buyer. And largely, and very often, finding the right buyer is a matter of price.

MR. STEWART: Mr. Arnold's plan seems to me wholly wrong. It favors inefficiency. It tries to relieve an inefficient man of his deserts. If we do not know how to buy books let us get out of the book business; if you have a buyer in your store who does not know how to buy books get rid of him. It is no answer to turn back unsold stock. That is trying to get some other fellow to hold the bag for you. I am just enough interested and more or less proud of the profession of bookselling to feel that it is a worthy business, a high profession; and I think the only great trouble is that we have not had enough of the right kind of people in the business.

In this connection, as I was talking with some men here this noon, the matter of college-bred men as salesmen in bookstores came up. I don't know how many of you can remember the time when you were not in the book business, but I know it has always been exceedingly distasteful to me to go into a store and find inefficient people to wait on me. I much prefer to go about and wait on myself. And perhaps that is the trouble with a good many of our stores; we do not have sufficient intelligence in the sales force.

It is about time that the efficiency test was being put on the bookseller; in fact, I think it has been; some of the eliminations in it are proving it.

MR. GILL: We find that one good way to avoid having unsalable stock is to begin to work the stock as soon as it arrives. We often buy books with certain customers in mind, and make a special effort to sell them specific books. It has been found very helpful. We have customers that look to us for suggestions about new books. We have quite a number to whom we send lists of new books; we suggest to them that they will be interested in them and that we are willing to send them up to them for inspection. A good deal of business has been attracted by these methods.

Announcements and circulars issued for that special purpose have worked admirably with us. But you have to know your men, and you have to know your books. You cannot do that unless you know that the book you are offering the customer will not disappoint him. We place a lot of books on that basis. A lot of us have books idle on our shelves, I believe, because our customers do not know about them. Every bookseller must work his own method, but have some way of finding what your customer likes and then communicate with him about it.



THE CHAIRMAN: It seems to me that we have reached a point in the book business where we want to cut out the word "plug." I wonder sometimes if the "plug" that we have on the shelf is not entirely due to ourselves; if we have not become interested in some particular book ourselves, how can we expect our sales people to sell it when they don't know very much about it and care less. If a

thing is lying around that won't sell, don't let us wait for a year or two, but clean it out at once.

Is there any further discussion before we hear the next paper?

We will now go on with the paper, "Then And Now. Twenty Years of Book Trade Progress." Mr. Chas. M. Roe, Standard Publishing Co., Cincinnati.

## THEN AND NOW, TWENTY YEARS OF BOOK-TRADE PROGRESS

By CHARLES M. ROE, of the Standard Publishing Co., Cincinnati

By way of introduction and explanation of the meaning of the words "Then and Now," and as an excuse for some of the things in this paper, may I be pardoned a personal allusion to the fact that just thirty years ago I entered a Chicago bookselling and publishing house as a clerk. During these thirty years I have gained experience in various branches of the trade in both the west and east. Looking back over this somewhat lengthy period, one thing stands out in importance above all the rest and that is the establishment of the net price basis for selling books. The flood is no longer the great landmark of history, "ante-net" having taken the place of "ante-diluvian" and "post-net" that of "post-diluvian" in the American booksellers' History of the World. Perhaps you will all agree with me in putting this event in the place of honor but I can remember the time when we were as a "house divided against itself" on this question.

### THE STRUGGLE FOR NET PRICES

In the good old ante-net days life was one long summer day for the book-buyer of every class. Jew-baiting had been discarded for the much more exciting practice of baiting the bookseller. The librarian, the preacher, the school-teacher, the author, and in constantly increasing numbers, the mere and otherwise gentle reader joined in the refined practice of seeing how much of the bookseller's living they could induce him to give up to them on the plea, so plausibly and artfully presented, that they were entitled to a "discount." Like others in the retail business, I was constantly victimized by all the afore-named classes. With us perhaps the preacher was more persistent and resourceful. His eloquence and his feeling that he deserved favors because he thought he was not paid as well as other men, made it possible for him to more successfully beat down the comparatively simple and unsophisticated bookseller. It was a sad day for all classes of discount receivers when the net price plan interposed between them and their victims. I can well remember the anger of one member of the cloth on this occasion, and his dire prophecy of personal unpopularity and failure. Poor man! he had a salary of only \$7,000 a year, got only one-third discount on his books, and needed every cent he could squeeze out of the tradesmen in order to make both ends meet.

Those ante-net days were the good old

days when the bookseller was permitted to indulge to his heart's content in the exciting and soul-satisfying sport of selling books for less than they cost him. He and the department store ran races to see which could throw away more money in shorter time. Do you wonder that he should have been indignant at those misguided members of the trade who proposed to abolish all this joyous dissipating of profits? The publisher, too, was sorry to see the bookseller's pleasures curtailed and joined hands with him in opposing so insane an innovation. So the few who had dared to suggest the establishing of a one-price selling plan found themselves opposed by the discount-loving public, many of the booksellers themselves, afraid of offending their customers, who saw to it that that fear should be kept alive, and a majority of the publishers, who put forth the altruistic argument that the circulation of books would be reduced to such an extent that knowledge would languish. We can smile at this situation now but it was war then and all honor should be accorded to the revolutionary forces which, so to speak, saved the trade from itself.

I know that it is well to forget unpleasant things, but it is often advisable to recall the trials of past years in order to avoid a repetition of the cause. As I review in memory the bitter struggle under the old conditions to even make expenses in our retail department, I cannot too strongly urge rigid adherence to a strict observance of the net price plan of selling books. Have the moral courage to take the profit that belongs to you! In the name of all that is fair and big and brotherly I ask every retailer of books to play the game on the square with his fellow-booksellers and refuse to be led into any form of net price cutting.

### COMING OF THE AMERICAN BOOKSELLERS' ASSOCIATION—WHAT IT MEANS TO THE TRADE

In pleasing contrast to this chaotic ante-net period, is the post-net or renaissance period of American bookselling in which it is our good fortune to be living. With the establishment of net prices came the organization of the American Booksellers' Association, which has done so much to promote unity and harmony in the trade. It has conserved the best thought of the trade and fused it into the general practice of bookselling. It has sought out and found the needed antidotes and administered them in time to save the patient.



Its officers have unselfishly given their services in what at times seemed a truly thankless task. Every bookseller of whatever class should unite to give this organization enthusiastic support and help make it one of the most effective trade bodies in existence. We should infuse into it the same loyalty of member for member which characterizes the Rotary Clubs, the same practical constructiveness which is exemplified in the Associated Advertising Clubs of the World, the same protection of members from thievery which is accomplished by the Jewelers' Association, the same credit report system and expert training of apprentices so effectively used by the Ben Franklin Clubs. In these and many other ways the American Booksellers' Association may become a power for the betterment of the trade. There is business enough for all in this great and rapidly growing population so that we can everyone well afford to forget all differences, and remember the greater good that will surely come to each one if we enthusiastically join hands in a big, constructive program for the trade as a whole.

Preparedness is the thrilling watchword of the hour. We can well adopt it for the slogan of the trade. Preparedness to accomplish greater things, to reap reasonable profits, to make ourselves respected. Someone has said "You have heard of tin cans being tied to dogs' tails, but did you ever hear of one being tied to a bulldog's tail?" Let us assert ourselves so forcefully in the world of affairs that we will command the respect which is always accorded the bulldog.

Has not the time come when the book-trade of the United States should draw closer together, to clasp hands and form an unbreakable circle of friendly co-operation? The trade should realize itself as a whole; should take itself more seriously as a fully grown up member of the family of big American trade organizations; should believe in itself as a very necessary part of the country's commercial and educational life.

I mean by the book-trade, every person engaged in any legitimate form of the business of making or selling books. All classes of publishers both large and small and booksellers both big and little should unite in a determined effort to standardize the business of making and marketing books.

#### WHY NOT AN AMERICAN BOOK-TRADE ASSOCIATION?

Are not the booksellers alone too small a body and too weak financially to accomplish all that should be done for the trade? Why not do as the printing trade has done in its Ben Franklin Club movement? Individuals and firms engaged in the business of printing, typesetting, lithographing, photo and wood engraving, copper or steel die engraving, binding or electrotyping, may become members, while individuals or firms engaged in the equipment or supply business of any of the aforementioned lines may become associate members. In this way a sufficiently large body

of men whose interests are closely linked together, and sufficient financial resources for accomplishing large things are brought together.

Why not enlarge the American Booksellers' Association by changing its name to the American Book-Trade Association, and invite the publishers to become members and provide associate memberships for allied lines of business? With the resources of such a body we would soon be in the forefront of trade organizations. The record of the Ben Franklin Club is an example of trade co-operation that should shame us into action and inspire quick and effective emulation. As a member of the Ben Franklin Club of Cincinnati, I know that at any moment of the day I can, through the 'phone at my elbow, by calling the headquarters of the club, ask for and get expert advice or help.

The Ben Franklin Club maintains a comfortable suite of offices in every large city, holds weekly luncheons and monthly dinners where experts discuss important trade questions, publishes a weekly paper, regulates your dues by the size of your business and the advantages you gain, carries on employment and credit bureaus, holds classes for apprentices and others, discourages price cutting, works out and helps install standard cost systems and efficiency methods and records, and finally effectually promotes a spirit of co-operation and good fellowship. I quote from its constitution:

#### ARTICLE II.

##### Objects

*Section 1.* The objects of this organization are to encourage and foster a feeling of friendship between employing printers; to devise ways and means for bettering the condition and advancing the welfare of the industry in general; to stimulate the membership to an active interest in each other, thereby securing a better understanding between the members engaged in the industry.

*Section 2.* To effect a thorough organization with a view of improving the condition of the industry in every proper way. To encourage a high standard of proficiency; to promote the interests of the printing business in all its branches; to maintain among its members a just and equitable method of conducting said business.

*Section 3.* To co-operate with one another in eliminating the evils of ignorant and ruinous competition; to protect one another against undesirable and delinquent customers; to make the relationship of the entire printing trades more harmonious and cordial, and to correct such further evils as tend to make the printing business an unprofitable one.

I wish there were time to quote some of the other good things to be found in the "Code of Ethics" and "Customs of the Printing Trade," both of which are published with the "Constitution and By-Laws" in pamphlet form, from which our fraternity could gather many valuable suggestions. This wonderfully efficient organization has been an inspiration to me and I am jealous for the book-trade, that it may have one just as effective. The publishers should be glad to join in this larger movement. They are the "big brothers" of the trade. While there are great risks and large losses in the publishing of books, on the whole it is many times more profitable than bookselling. I could easily produce

figures to prove this contention, but that is hardly necessary, as it will be generally conceded, I believe. This being the case, the publisher should strike hands with the bookseller in this larger effort to promote trade interests in a really big way and willingly pay a membership fee proportionate to his business and his benefits. The interests of publisher and bookseller are everlastingly bound up together. There should be no differences between the two. In "The Research Magnificent," H. G. Wells says, "There are no such natural and unalterable differences in character and equality between any two sorts of men whatever, as would make their peaceful and kindly co-operation in the world impossible."

I am sure the booksellers appreciated the fight carried on by the publishers to make good their right to put a selling price on their product. The fact that the publishers have been beaten in the courts should not discourage them from keeping up the fight for legislation that will give them the right to properly maintain the prices of their copyrighted property. They know, and we all know that their cause is a just one and we should never say die in the effort to establish it.

*Good Printing Quick* says, "The cutting of prices impairs the reputation of the article and the manufacturer. It tends to utterly demoralize the trade in the specific article. This pernicious practice is nothing more than an act of piracy. In the Dr. Miles Medical Company case, Justice Holmes said: 'I cannot believe that in the long run the public will profit by this court permitting knaves to cut reasonable prices for some ulterior purposes of their own.'"

On February 26th of this year the court of last resort confirmed a judgment for over \$400,000 against the Hamilton-Brown Shoe Company, St. Louis, in favor of Wolf Bros. & Co., of Cincinnati. Why? Because the big St. Louis shoe house had used a name, "The American Lady" for a shoe, which was similar to "The American Girl," the name of a shoe sold by the Cincinnati concern. Furthermore they used similar catch phrases and methods of marketing. Now why, may I ask, if the courts will allow damages in such a case, will they not protect the copyrighted books of a publisher from being used in a cut price sale to deceive the public into thinking that all other classes of merchandise are likewise sold on the same basis, and also protect the publisher from an impairment of the value of his books and the bookseller from the demoralization of his legitimate business. The book-trade should demand and should get the same protection of our courts that other branches of trade enjoy. For this as well as for many other matters requiring common action, we need the American Book-Trade Association to make ourselves felt and respected as a combined trade.

When your committee assumed the heavy responsibility of my appearance here I began to wonder what I should say.

#### SYMPOSIUM OF OPINIONS AS TO MOST PRESSING PROBLEMS BEFORE BOOK-TRADE

As I reviewed the trials of the past and the tribulations of the present, I wanted to know what some of the leading members of the trade thought were the most pressing problems of the hour so I wrote to a list which might be said to epitomize the trade, representing as it did all sections of the country and all classes of dealers, from the plain every-day bookseller, both secular and religious, up to the jobber, bookseller-publisher, the book department of the department store, as well as the second-hand dealer. I wish time would permit me to quote these letters entire and to give credit individually, but as a number requested their names to be withheld, I am omitting all. A digest of their replies follows:

"There are three matters that occur to me: *First*, the question of jobbers supplying libraries with books at trade prices. Some definite action should be taken to stop this. *Second*, the fact of the publishers placing their books in the reprint class too soon. This method has a tendency to demoralize the retail book business. *Third*, booksellers allowing a blanket discount of 20% or more on sales for a given month in the year irrespective of new or net books. Steps should be taken to prevent bookselling on this basis."

"*First*, price of books. *Second*, discount to dealers. *Third*, are the publishers giving the public a square deal? That is, size and price of book. *Fourth*, one of the most important reforms is the subject of wages to employes."

"*First*, booksellers should ask all publishers for a uniform rate on quantities of one book or on large orders assorted, whether given to travelers or sent direct. *Second*, circulars should be small and compact in order not to get into the wastebasket. *Third*, readjustment of rule allowing 10% reduction after the first year of publication so as to prohibit such books as are well known as standard sellers. *Fourth*, the rule absolutely prohibiting discount on a quantity of a book at retail is idiotic. It prevents sales of books in quantity to buyers who use them in free distribution. Such a rule prohibits the sale of 10, 25, 100, 500 or even 1000 copies at a special rate."

"*First*, I see no reason why all publishers could not either list their publications post-paid or postage extra. Parcel post is rather a nuisance for advertising postage extra as you cannot specify amount of postage. *Second*, I am a firm believer in the right of a publisher or manufacturer to fix the selling price of any article which he gets out and that he has a right to demand that the trade live up to prices as fixed by him. *Third*, I also believe in a larger and more uniform discount to the trade; 25% and one-third is not enough for the trade, especially those who go to the expense of cataloging."

"*First*, publishers should furnish better



dealer helps. *Second*, publishers should have exchange agreement with dealers to help the latter over stony places. *Third*, publishers should give more liberal discounts on pick-up business."

"The one thing that overshadows every other consideration is that publishers should issue fewer books."

"I feel that the most important matter to come before the Booksellers' Association is the question of fewer and better books. There is a tendency on the part of the publisher to take very big chances in issuing fiction, especially with the hope that the public will take up a book which he, the publisher, is not at all satisfied with. The publishers are capable of knowing, or can almost feel certain, when they have a good book, and they should be satisfied to devote their time, energy and money to creating a big sale for it, which would mean bigger profits to themselves and the bookseller, rather than investing their surplus in some of the chance fiction. If the publishers can be made to realize this question, as I see it, I feel we would all be very much better off."

"Urge the publishers to allow better discounts on pick-up orders for books. I see no reason why a publisher should not give as liberal a discount on pick-up orders, as on orders given to their traveling salesmen. The former are secured without any expense in the way of soliciting of orders and yet it is a mighty big factor in the average bookseller's yearly business. I might also suggest better trade discounts on the so-called religious text-books."

"It seems to me that one-third should be the minimum discount on net books and this graduated to 40% or even 40% and 10%. As an illustration, we ordered a \$2.50 net book from Macmillan's a short time ago which was billed to us at 20% off, with 20c. added for postage. The book netted us \$2.20 and we were obliged to prepay it to our customer at \$2.50. Nowadays we must prepay everything or be severely criticised for not doing so."

"It seems to me that one of the most important things the Booksellers' Association might advocate would be a conservation of the general retail bookstore."

"I always have been and still am of the opinion that a 42-centimeter gun ought to be brought into position and fired at the opportune time against price cutting tactics. The regular book trade should refuse to handle publications sold to price cutting houses. 'Less greed and more co-operation' ought to make a splendid convention motto, to be discussed and put in practical operation."

"First, the point which I should like to see emphasized the most in the coming booksellers' convention is the question of discounts to public libraries. A majority of the booksellers have constantly opposed a liberal discount to libraries, a great many of them insisting that libraries were not entitled to

any discount. They finally compromised on 10% on the new net books. I always maintained that 16 2-3% was proper and afterwards when discounts from publishers were more liberal—33 1-3% being the general discount on minimum quantities—I advocated that libraries should get 20% discount on protected new and old net books. The 10% discount merely antagonized the libraries and they tried for years and finally successfully to break this schedule, and as you know for the past year they have been buying new net books at from 25% to 35% discount. I do not think this would have occurred if they had been granted a fair discount. If the matter could be taken up by a committee appointed by the booksellers to confer with the leaders among the A. L. A., I think that a uniform discount of 20% on protected new and old net books would be found satisfactory. Strong pressure should be brought to bear upon the publishers to prohibit the big jobbers from taking advantage of the low rates given them because they are jobbers, to give a better discount than this to libraries. Every bookseller with any ambition to do a library business in his own community at least should have some chance in competition. I believe that this is a very important matter for the booksellers as the library business is almost necessary to any live bookseller who wishes to get rid of stock that he cannot ordinarily retail. *Second*, another matter that has irritated me considerably in the past few years is the habit of the publishers of taking something from cheap magazines being sold for 10c. and 15c. and bringing it out as a \$1.35 net book. It has already hurt the fiction business and if persisted in will eventually hurt it still more. If an author has received his profit from publishing a story in a magazine and in a good many cases as a moving picture serial, there is no reason why this book should be sold as a \$1.35 net book. It should be published at once as a 50c. book in my estimation. As a rule the book business is in better shape than it has been and the fact that net prices at retail have been retained in spite of adverse conditions is marvelous, as practically there is no reason why any one should not cut prices as much as he pleases. The publishers have done a great deal for the booksellers in the past few years and with the present discounts of 1-3 and better I think the future of the book business is up to the bookseller himself."

"I should say the vital question for the American Booksellers' Association and the trade generally is, as it always has been, the question of price maintenance."

"First, the organization would be stronger and have more weight in its decisions if it were organized on the basis of delegated authority, representing every local trade organization instead of the present mass meeting plan. If the trade were thoroughly organized locally and elected delegates regularly to a national convention, meeting the

expenses of such delegates by assessment or from the local treasury, we would have an organization which would be truly representative in character and which would in its declared action command the respect of the entire trade and would be recognized as authoritative by the publishers and the public alike. *Second*, our association is called the American Booksellers' Association and yet very few of the real booksellers of the country are members. I refer to the dealers of second hand and rare books. In speaking to such dealers, asking them to join the American Booksellers' Association, I get the answer almost invariably, 'we have nothing in common with the dealers in new books.' This is true to a large extent, but could be obviated by organizing the Association into sectional departments which would hold sectional conferences, in connection with the national and even with the local conventions."

"I refer to the annoying effect of the parcel post rates in the mail order feature of the business. The zone feature of the parcel post is a nuisance and then some. Because of it we cannot make a postpaid price with any degree of satisfaction. If one of our customers should order two books of even weight and we should send one of them from here and charge him for the postage and we should have to 'short' the other from New York, and he should receive it with a charge for two or three times as much postage as on the other one, then there would be trouble. The solution to the whole business is an even flat rate that will apply to all sections of the country like letter postage. If you will work out a plan to solve this problem and put it in operation, I will consider that your work at the convention will have been well done."

"Here are a few suggestions from the retail standpoint: *First*, no fiction to be over \$1.25 net. This would mean more sales of the book when it was new and customers would not wait for reprints as they do now with \$1.50 or \$1.40 novels. *Second*, a notification to the trade by the publisher at least two months in advance, when a book is going into the reprint class. *Third*, no advertisement to appear in the Books Wanted column of trade papers such as the PUBLISHERS' WEEKLY, unless the advertiser is in the trade; if he is not, it should be so stated. *Fourth*, duty to be charged on books imported by libraries direct from English booksellers. This is quite important as the annual loss to American booksellers and publishers is quite a sum caused by American libraries not buying in the United States. *Fifth*, books known as authors' publications upon which the publisher has practically no risk, should be sold on consignment, or at least the buyer advised that the work is an author's book, so that he will not invest his money in a proposition that does not have the same publicity that the publisher's line generally has."

"If there is anything that I would suggest to the publishers it would be to publish

fewer books and be sure that they are worth publishing."

"I think one of the greatest questions to consider is that the price of books, fiction in particular, is getting too high. This is not my comment or complaint, but a complaint from the public in general and I think I am in a better position than any one else to make this statement. The general complaint on fiction is, 'I don't mind paying \$1 or \$1.08 per volume for fiction but now that the price is \$1.35 to \$1.50 I don't think that I would care to pay that much when the stuff that is being turned out is stuff that you would not read the second time. Furthermore, the little cigar store man on my corner can deliver to me every two or three days a couple of new novels for which I pay him five cents per day per copy for the privilege of reading.' That, to me, is one of the questions that publishers ought to take up. I don't believe I would be making a great mistake in saying that books can be hired in pretty nearly every block, and that in almost any neighborhood the new novels can be very easily had at anywhere from two to ten cents a day."

The first point is the discount of 10% allowed by some department stores to ministers. They do not give the discounts directly, but always in the shape of a 10% rebate on the total amount of a minister's bill. Number two on my list is the practice of jobbers of allowing wholesale rates to large purchasers of fiction suitable for use in Sunday schools. Another abuse of the special rates allowed by publishers to jobbers is that of allowing virtually the same net prices to libraries as to retail booksellers. There are one or two other things that contribute to these, among which I might mention the practice of houses like Scribner's, of offering to ministers a special advance order price on series of books which, when published, are sold to the trade at ordinary trade discounts. For example, Scribner's will publish a series of books at a net list price of \$1.25, selling to the trade at 30%, but offering the books in advance to ministers at \$1 per volume postpaid. Their only defense of this is that they need the business. The main reason why I left the American Booksellers' Association was because I felt, as I still feel, that the publishers are altogether too influential in its councils. At the last meeting that I attended one of the most powerful members was a man who is at the head of a publishing concern which allows a pick-up discount of 25%. It is not to be expected that with such guidance the American Booksellers' Association will ever bring about what is most needed, a suitable scale of discounts. There are disquieting rumors that certain publishers, in view of the increasing cost of the materials of bookmaking, intend to shorten discounts rather than lengthen list prices. If I were to be present at the meeting, I should favor the adoption of a resolution condemning in advance any



such action if contemplated. The Bible publishers, as you no doubt know, met the situation by advancing list prices, which is the only equitable method."

"It seems to me that one of the most necessary reforms is to repress the evil of over-production."

"One point is that I think it extremely foolish that some of the publishers should still stick at a minimum discount of only 30% which some of them still do. Another is that so many of the old-line publishers do not give any cash discount, and I would like some one to give me a good sound reason for that, if they can. Another great reform concerns the question of advertising. I think one of the greatest wrongs committed by most of the publishers is the giving away to the large stores of the space used by those stores in advertising their books. You know how some of the big department stores, and some bookstores also, will get up full page advertisements during the holidays, dividing the page among different publishers, and getting an allowance of the full cost of the space from the publishers. I have gotten it myself (and secretly thought the publishers chumps for giving it), but I think it is wrong. If I were an influential bookseller I would get the Association so aroused to the unfairness of this point that the publishers would stop it at once. The proposition that some publishers make of allowing half the cost of advertising is quite another thing, and puts the matter upon a fair basis."

"The condition among booksellers I find is better to-day than it has ever been. My experience proves to me that booksellers can easily get together and settle questions to-day, where ten years ago they would refuse to meet and discuss questions relating to the sale of books in their individual stores. There is one thing the Association must do, and that is, they must insist on the publishers cutting down the list of publications. They must insist also that the publishers' representatives shall be satisfied with orders no matter how small for books of unknown authors. We are just now having a sale of books that we bought from time to time in quantities of from ten to twenty-five. Each item represents an outlay of about 75 to 95 cents, but the books to-day are being sold for 25 cents. As we lose this money we do not feel very cordial toward the representative who comes from any house with an unknown author and is disgruntled because we give him a small order."

"Your task, if you are to point out virgin fields for trade betterment, is not an easy one and your request of me recalls your old story of the negro asked to change a ten dollar bill. He couldn't do it, but appreciated the 'honor' very much. The voice of the price-cutter is still heard in the land, but there is a disposition to say 'What are you going to do about it?' and let it go at that. Co-operation between publishers and booksellers has progressed to some extent; ample

circular, display and advertising material is easily had. Allowance for co-operative newspaper advertising is also obtainable. Discounts are in most instances quite liberal; business is good, especially good just now with the publishers. Therefore, there seems nothing left to cry for. For several years now the slogans, 'Fewer and better books,' 'How to sell more books,' and others of similar import have won the approbation of the publishers as being constructive, rather than destructive, as when the cry was for 'living discounts,' 'all books net,' 'protection from the price-cutter.' The Publishers' Co-operative Bureau was an attempt at a nationwide campaign to increase the number of bookreaders. This is still a much to be desired reality. We need more book buyers and book readers. We need a national campaign to offset the tremendous advertising of the motor car and the moving picture. Many attempts are being made and many more must be made to focus attention on the value and delights of good reading. Literature as represented in books must take its place ahead of magazines and its other substitutes in less enduring form. Some of the commercialism injected into the modern game must give way to ideals—a much needed stimulus for both booksellers and publishers—and this must come without interfering with profits."

\* \* \* \* \*

The foregoing extracts cover a wide range. Each question seems to the writers of these letters to be a vital one. Some are at variance one with the other, and some might be thought impractical. On the whole, however, their proper adjustment is essential to the present and future welfare of the book-trade and for this reason they deserve more than a mere discussion here, and offer a very good reason, it seems to me, for the organization of the entire trade into a really big, effective, co-operative and officially powerful body.

If we may judge the future by the past, and I believe we can in this instance, the business of making and selling books in America is surely going to grow greater and more stable as to profits as the years go by.

I have confidence enough in the composite sanity and fairness of the trade to believe that the perplexing problems which confront us now will all in due time be wisely solved.

MR. LIPPINCOTT: That paper, it seems to me, struck the most important question of to-day. How are we going to meet the increase in the cost of production of books without raising the list prices, and, according to that paper, the list prices are now too high, if anything. The publisher cannot decrease the discount: that also is out of the question. He is not allowed to raise the list price, and yet the cost of production is increasing in leaps and bounds. It is soaring. Printers' ink has gone up two or three hundred per cent. Paper has increased

## SIX BEST SELLERS

Being Some of the Book Boosters at Chicago Convention.



SOME OF THE BOOKSELLERS ATTENDING THE CONVENTION AS SEEN BY A CHICAGO "TRIBUNE" ARTIST.

almost proportionately, and so on it goes with every line of material. About a month ago our cost figures showed 15 per cent. increase, they had given place this month to 25 per cent. increase, and by the autumn they may be even 30 or 40 per cent. increased over figures of a year or so ago. The publishers of our nation are looking towards this convention's findings for a solution of this. [Applause.]

MR. BUTLER: In answering the point Mr. Rose brought up regarding the amalgamation of booksellers and publishers, I want to say that I had the pleasure on several occasions of bringing that question up before the publishers. The general feeling seems to be in

opposition to it, at least that was the consensus of opinion among the publishers some few months ago.

Regarding federation in various cities Mr. Burkhardt has told you how the booksellers of the City of New York recently organized to fight an ordinance that was brought up in which we were to be classed as junk dealers. We got together a membership of over a hundred, which included every branch of business in New York City, from the largest houses to the second-hand book dealers on side streets and elsewhere. We are following Mr. Roe's suggestion as to sub-division. That is, we are endeavoring to have the old-and-



rare booksellers in a class by themselves, and the second-hand book dealers, the little book dealers, the scientific book dealers, etc., each in classes so that we can cater at once to their particular needs and also the Association as a whole can take up larger questions.

Now, on the other question of increased discounts; that has been agitated by members of the Board of Trade, but it has met with considerable opposition, not only from the publishers themselves, but also from a good many booksellers, who fear that a large discount will lead to price cutting. If we get 40 off, 40 and 5, or 40 and 10, the temptation

to cut will be great. Many of the leading publishers have stated that they believed that one-third off as the minimum, which a good many of them are now giving, together with the extra discount of 5 or 10, according to the quantities, will be the safest discount plan to follow.

THE CHAIRMAN: I should like very much to go on with this discussion, but we are really behind our schedule now. I don't want to keep you here until it is dark, so I am going to have Mr. Frank M. Morris read his paper on "The Satisfaction of Being a Bookseller." Mr. Morris.

### THE SATISFACTION OF BEING A BOOKSELLER.

BY FRANK M. MORRIS, of the *Morris Book-Shop, Chicago.*

Being a bookseller means among many other things, living a life in intimate contact with intellectual and beautiful things and with people who are intellectual, if not beautiful. It leads to friendships with men and women who are worth while, and frequent contacts with people of real distinction. If I haven't contracted culture myself, it is not because I haven't been exposed to it; all booksellers are.

It also means, in most cases, as in mine, doing something one likes to do. That is rare enough in a world filled with round holes and square people inhabiting them, to leave me a debtor to my occupation. My experience leads me to believe that bookselling is a great deal more than a business, more even than a profession—it's an art and a philosophy. So I am not only willing but glad to tell you why and how I have been enjoying my daily labor for more years than I should care to number if every one of them had not been filled with assorted delights.

I was a college student when books made their first concrete appeal to me, as being something more than merely something to read or study from. I don't think this was due so much to the curriculum as it was to a bookstore near by which had an atmosphere filled with the germs of learning and erudition ancient and modern. I loved to mess around in it and absorb some of the curious knowledge and quaint wisdom that were fairly oozing out of the laden shelves.

This was in Indianapolis, with the old firm of Bowen, Stewart & Co., now the W. K. Stewart Co. It was there that I noted what a fascination bookstores seem to have for celebrated people. Everybody in town with a familiar name, almost everybody who came to town and brought a national or international reputation, visited this store and helped to give it atmosphere. I thought nobody could stay in such a place long without absorbing some of this fame. And here I am, addressing this distinguished body, which actually appears to be listening to me.

That is because I secured a position in that bookstore just as soon as my college work ended and I was ready to embark upon a better post-graduate course than any university gives, if you will let me not only say so, but

insist upon it. And I had only been there a week or so when I walked Matthew Arnold and in his very tall and ponderous manner selected me to impress with his importance—nobody like that ever picked me out for conversation while I was in college. Arnold quizzed me about my knowledge of the stock; in return imparting to me such information about London book-shops and the personalities of those who conducted them, and ended with "My dear young sir, I admonish you to see the London book-shops at your earliest opportunity." And I did.

In came John Fiske, even larger and more ponderous, with a seriousness that impressed everybody, a writer of histories that have enlarged the great American tradition of historical writers. He looked over the stock, which was both large and good, and immediately pointed out our lack of Americana. He did it so intelligently and so impressively that it roused an interest in me which has never dulled with years. What college did that to anybody?

General Lew Wallace and General Benjamin Harrison, our late President, were regular frequenters of the store. I mention Wallace first because he was as pleasant to talk to as his books were interesting to read, while Harrison seemed to try to make up for his smallness of stature by an austerity of manner, never letting us forget that he was a great man in one way if not in the other. Thomas A. Hendricks, sunny, genial, delightful to see and talk with, was always deeply interested in books, and it was doubtless his intense political activity alone that kept him from amassing a library worthy of his intellect. He said to me once, with an infectious smile, "Frank, my boy, some day I hope to have a fine library and you shall assist me in selecting it."

But of all the acquaintances made in those early days, the most interesting and, in a sense, the most valuable, was that of James Whitcomb Riley, now the best beloved man in the United States. At that time he was the chief contributor to the Indianapolis *Herald*, a weekly paper of strong literary tendencies, edited by George F. Harding. In this paper first appeared "The Flying Islands

of the Night." It was at Greenfield, Indiana, on a night full of moonlight and wonder, that we sat together on a box in front of a grocery after it had been closed for hours, while Riley repeated to me in a vibrant voice charged with feeling many portions of "The Flying Islands" and left me fairly entranced with the weirdness of it all. The memory of even the least detail of that evening remains vivid to this day.

I have sketched in the briefest way a few of the famous folk with whom I became acquainted in the old store, but I have surely said enough to show why I felt in early youth that my career had been determined for me. A bookseller I was and a bookseller I meant to be the rest of my life. And if anybody asks me if I have been a bookseller all my life, I can only reply in the words of the old Georgia cracker, "Not yit."

So, presently, leaving Indiana to all the literary fame she has been accumulating for many years, I paddled my own canoe to Chicago and opened a shop, like Audrey, "an ill-favored thing, sir, but mine own," and down the steps into my little basement who was to come as my first customer but Eugene Field! I knew him no more than he knew me—then, nor was he known in those days to many outside of the newspaper world. Chewing the wrong end of a cigar, he seated himself at my desk, in the only chair in the place, looked threateningly into my eye and in a deep and raucous voice enquired, "Have you a copy of the unexpurgated poems of Felicia Dorothea Hemans?" Luckily I caught the twinkle in his eye and did not make a fool of myself by explaining to him that Mrs. Hemans' poetry was all, to say at least, lady-like. From this incident grew a friendship that lasted until Field's untimely death in November, 1895.

Under Field's stimulating influence his acquaintances began to collect books, and many developed into gentle bibliomaniacs. His quips and whimsies were a constant joy to his friends. Noticing that I did not have a set of that bookseller's bible, Allibone's "Dictionary of Authors," and taking compassion on the struggling young bookseller, he, one Christmas eve, came stamping down the basement stairs with the three large volumes loose in his arms, having carried them all the way down from his home, laid them on my desk, and said reprovingly, "Frank, you can no more run this business successfully without an Allibone than a shoemaker without his last. This set is yours and marked 'T. R.' " "What do you mean by 'T. R.'?" I enquired, thanking him earnestly. "You may discover later to your sorrow," he replied and hurried up the steps. It was only through his friend Sol Smith Russell, that I discovered he had a way of giving books to his friends inscribed with the mystic symbol "T. R.," which meant "to revert," implying that some day they were to be returned to him. The surprise came, however, when I opened Volume I and discovered the following characteristic inscription:

"To Frank M. Morris, Esq., Publisher and Bookseller,

These volumes are given up, with a keen sense of gratitude for favors to come.

Eugene Field.

Dec. 25, 1889."

It is needless to say he got them.

I look back with pleasure to the summer afternoons in the old basement shop when Joseph Jefferson, Sol Smith Russell, Mr. Vouldock, the famous old actor, and Field, would foregather and regale each other with jest, anecdote and experience. Those were great days indeed. The shop was opposite McVicker's Theater, where Jefferson always played, and in those days it was generally a summer engagement. Every year Mr. Jefferson made it a point to have me select about two cases of books to send to a small library in the East, consequently he was in often and upon his appearance, always with the query, "Well, young man, what have you laid out to-day?" he seated himself in a comfortable rocking-chair, and on no occasion did he ever wait for a reply, or see any of the books I sent away for him, but would immediately begin the relation of his acquaintance with, and anecdotes of, various writers and famous people, continuing on more than one occasion until closing time, when he would hurry away in dismay, declaring he would be late for his dinner, and late for the theater. Casual customers would drop in at times, overhear Mr. Jefferson, become engrossed in his fascinating recitals, and like the bookseller himself, absolutely forget that it was a place where books were sold and the owner needed the money. One afternoon I was the entire audience while Mr. Jefferson outlined for me the incidents he intended to include in his contemplated autobiography, which, no doubt, many of you have read since.

Sol Smith Russell and Eugene Field were a similar type of men. Both had infectious smiles, to warn one that a quip or *bon mot* was a-bornin'. Both had melodious voices though neither would have made a living as a singer, and one afternoon, they two being alone in the shop, Field, in high spirits, bantered Russell to sing a famous old song which both had sung in their younger days, so Russell started it in a mild reminiscent way, but Field, believing Russell lacked the vim needful to the occasion, roared out those old lines:

"I chase the antelope o'er the plain,  
The Tiger's cub I bind with a chain,"

in a voice so loud that I began to eye the door apprehensively in fear that some one would rush in to discover the cause of the riot. Being in the basement and far away from the street we were quite safe, however.

Actors and newspaper men are most enthusiastic book fanciers, and one takes their enthusiasm in at the pores. At least I have seemed to, and have thus concerned myself



with their hobbies, and often without profit, as if they were my own.

The interest in a book-shop is greatly sharpened by a personal acquaintance with the author. All of you have experienced this. How earnestly you busy yourselves over the sale of books whose authors you know personally. The author too usually makes it a point to cultivate the acquaintance of the bookseller, to the advantage of both. I certainly have availed myself of such opportunities by having various authors inscribe a number of copies of their latest books, to be saved out for pet or appreciative customers. I probably worked dear old George Ade in this way more than anyone else, but he was always good natured about it and recognized that it meant a larger sale for his books, therefore more royalties. I may as well confess that I do not always let go of these autographed copies, but hold out an occasional one, well knowing that it will fetch much more than the retail price. George always seemed to know I needed the money.

The day that Field wrote Ticknor to destroy the plates and what copies remained of his "Culture's Garland" in stock, remembering that I had a few copies of the paper edition, he came down and told me what he had done and said, half jestingly, "Now, Frank, hide those copies you have and forget all about them, as some day they will be catalogued 'o. p., very scarce.'" And how I wish I had taken him seriously! You now frequently find this little paper-covered book catalogued at ten and fifteen dollars.

To have well-known people frequent your shop is a great drawing card, which is well illustrated in the following extract from a letter to me from Francis Wilson, the actor, now and for a long time an ardent book collector. He says: "I did not realize then, as I did later, that though our ostensible purpose in visiting The Book Shop was the purchase of things along the lines of our bookish desires, the real object was increased association with Eugene Field. How many times have I said to friends, 'Let's run over to the Book-shop, we'll be sure to find something worth while, and maybe Gene Field will be there.'"

Can't you picture Field seated in the center, like the minstrel of old, with Dr. Gunsaulus, Dr. Frank Bristol, Dr. Woolsey Stryker,

Irving Way, Frank Larned, Slason Thompson, Dewitt Miller, George W. Cable, Harry B. Smith, Frank Holme, Opie Reed, Charles Eugene Banks, Will Visscher, J. W. Couldock, Joe Jefferson, Wm. J. LeMoyne, Ben King, Ernest McGaffey, and all the rest of us hanging upon his every syllable, as he told us, as only he could tell, of "The Happy Isles in the Golden Haze off Yonder"?

Add to the "satisfaction of being a bookseller" the pleasing, though cynical and sordid, pleasure, perhaps, but nevertheless, a pleasure, of occasionally landing the newly rich chap, who, being short on intellect and long in purse, hearing that it is the proper thing to have a library, has fine cases put in, measures their capacity, and comes to you with a memo of the number of feet of books wanted—and he would like to have the bindings harmonize with the color scheme of his draperies. It's a great day when you book such an order, and it goes a great way toward increasing the percentage of your profit.

Add, also, the satisfaction of knowing that an occasional "plunge" you have made in quantity buying has proved very profitable, but forget the little mistake in buying too many copies of So-and-So's book.

The bookselling business has a dignity that is unconsciously understood, even by those who never read books. You will always find the bookseller a highly respected member of the community in which he lives.

I will conclude by reading you an "Ode to a Bookseller," written by that original and brilliant writer, William Allen White:

#### ODE TO IMMORTALITY.

Which His Real Name Is \* \* \*

(Name censored at the speaker's request.)

Sir:

Old friends whom you have cherished,  
We gather here with you,  
Whose books and things you've nourished,  
Whose bills are long past due.  
We've dreamed of power and glory,  
We've seen them flame and fade,  
No more in song and story  
Do some of us parade,  
We seek no longer baubles,  
Fate's flimsy, hazy stuff,  
But in the end to be your friend  
Is name and fame enough.

THE CHAIRMAN: The next paper, "Women in Bookselling," is by Mrs. Wm. R. Matthews, of Omaha. Mrs. Matthews.

#### WOMEN IN BOOKSELLING.

By MRS. WM. R. MATTHEWS, Omaha.

WHEN I received the letter from Mr. Melcher, asking for a paper on "Women in Bookselling," I was reminded of the lad in Daudet's "Last Lesson," who, at the close of the Franco-Prussian War, was told he could no longer study his lessons in French. This little fellow had not been an over ambitious student. He had slipped along easily each day. But when French, the language he loved, was to be taken from him how he wished he had studied more diligently and made more of his opportunities! When I was

asked to write this paper how I wished I had studied the many books on our shelves, such as "Reading Aloud," "How to Develop Power and Personality in Speaking," also "How to Speak in Public," "Nerve Control," "Cure of Nervousness or Stage Fright."

Oh! so many might I have read which would have spared me what the Christian Scientists and New Thoughtists say is the one stumbling block to-day—fear. These would have helped me to overcome my timidity in appearing before you to-day and hesitatingly

trying to tell you some of the facts I have gleaned from my years of experience as a bookseller. I have Mr. Melcher to thank that he asked me to write on "Bookselling" and not "Buying," for can one stand before this audience without seeing the halo about the patient heads of many of the representatives of the New York publishers, who have waited hours for those of us who do the selling as well as the buying, a thing most general in the average bookstore of to-day!

#### BOOKSELLING A PROMISING FIELD FOR WOMEN

Never in the history of salesmanship in any line has there been more demand for personality, psychology—the getting into the soul of things. We are now told that bookselling is a profession—what encouragement to many of us who have struggled for years to please, to find what the customer really wishes in the purchase of a book! To the woman of to-day who wishes to go into the business world, I can see no greater opportunity than this profession. By intuition women are apt to see more quickly the real need of the prospective book-buyer, not only among women but men as well. They understand unconsciously the delicateness of the unexpressed emotions that make up human nature. Nowhere is this more needed than in the bookstore of to-day if it wishes to be foremost and to be a help to the individual or the community in general.

#### BOOKSTORE SHOULD BE INDEX TO COMMUNITY'S INTEREST

Long ago I noticed how quickly the bookstore feels the pulse of any educational movement. It has often happened that customers have stopped in on the way home from a lecture to ask for a book the desire for which was inspired by some note given out during the lecture. Why should not this be so? The druggist understands what pet potions to have ready during the grippe season, and in the early spring the sassafras windows are always in the foreground. Why should not we bookstore people be more awake to happenings in our community, and make it a point to find out what speakers are coming to cover any subject? Then we can gather together all books on this subject, and it is surprising how many volumes are taken from the store which, perhaps, have been on the shelves for months.

In the Middle West many of our stores are filled with the popular sellers and we lose, in a measure, the distinction of a real bookstore. As to the Eastern shops I cannot speak, for my visits to New York have always been in the summer when things are more or less quiet, but I noticed, when in Los Angeles in January, on passing Mr. Parker's store, the variety of subjects in his window. Being a stranger, it was to me an index at once of a bookstore which set a high standard in its reading. How different would have been the impression had this window been full of one popular novel as is the vogue now with the average window decorator! He puts in a big supply of one thing to catch the eye of the passing customer. But what if the passer-by

be an engineer who has no time for novel reading? He passes on, while if our windows touched many subjects, we should find our day's sales increased and in the end find that we had made a greater variety of trade for ourselves.

#### NON-FICTION SHOULD BE FEATURED

From a woman's point of view, this is the fault of the average bookstore to-day. Our windows are filled with ephemeral fiction, while the one thing which we are trying to establish for ourselves is being lost entirely. I am sure if we were to try harder to stimulate the sale of such books as touch a variety of subjects, we should gladden the hearts of many publishers who would be happy to sell us 100 of "18,000 Words Often Mispronounced" instead of 10 or 25. Then there are the books which treat of advertising. In fact, there are many books along the efficiency lines for people with vocational troubles—and goodness knows there are many of us who need a lot of help! Perhaps the bookseller may put in his window of miscellaneous subjects just the book some grouchy man or woman needs as a help to begin the day anew. The window of popular sellers in fiction has its place and use, but there is scant inspiration in such titles as "The Haunted Woman," "Ruth of the Prairies," "Her Husband's Check Book." A window like this has an appeal, but it is not a wide appeal.

As an illustration, put in your window two or three books on fishing and wait until the next genial fellow comes past. Watch him smile! He knows the meaning of the words:

"Behold the fisherman, he riseth up early in the morning and disturbeth the whole household.

Mighty are his preparations.

He goeth forth full of hope.

When the day is far spent, he returneth smelling of strong drink and the truth is not in him."

Would a window of one title in fiction reach him? No. The hobby fishing brings him to your window. He walks in and asks to see the book. He tells you possibly of a book or two he has read on this subject. You tell him the merit of your book. He buys the book, and while you are wrapping it he tells you possibly a fish story, always a true fish story. Now is your chance to let him know you understand his love for out-of-doors. Then tell him of the many books you have on outdoor life other than fishing. Then show him your novels on out-of-doors. There are plenty of good ones. He will be surprised and delighted at how many things are written for the fellow who fishes, who loves the out-of-doors. Put your garden book in the window. Touch any subject, the more the better. It will bring you a greater number of customers, and it will come to you, as never before, how many books you have within your shop related to one subject when you have an interested customer and have found his hobby.

We each have a hobby. Find this in your customer and then there will be no more interesting place in the world for you than your store; no more delightful occupation than showing to your customer the many books which our publishers are giving us.



BOOKSELLERS SHOULD RAISE THE STANDARD OF  
READING

I believe we booksellers are at fault in not helping to raise the standard of reading in our communities. Mr. John Cowper Powys came to Omaha a few weeks ago and I think never have we had more of a stimulus. How did he give it to us? He did not decry all sunshine literature—no, he contrasted this with the "grand style," as he called good literature. As a result, we cleared our shelves of Milton and of Dante. He stimulated the sale of Shakespeare. Many of our readers had been reading Russian literature, but these increased greatly. He gently criticized Tennyson and Browning. What did he accomplish by this? Just what he wanted to. Those of us who admired Tennyson and Browning re-read them and were strengthened in our views.

## A CHILDREN'S ROOM THAT HAS SUCCEEDED

Many of you know my hobby—the little shrine in our shop, which I have at last realized after eighteen years of service—my children's book room. I cannot speak of it. I only ask you to encourage the women in your employ to study the child. Think that every good book you sell to a child, or for a child, *builds*. This brings the mother to you. Unconsciously you have opened the biggest opportunity ever offered to a woman—the training of the human mind. These juvenile books you sell play as great a part often as the mother training at home. Do what you can to influence the child coming to your store. Too few people realize that a satisfied customer in a child is often a lasting customer for years.

We have a little desk in one corner of our children's book room, equipped with tiny note paper where we often find children sitting and writing letters. One day, one of those hard days which come to all of us, I had been trying to glue some pictures on a screen which was to go into this room. The pictures seemed an inch thick and they would not stick. All you husbands know the woman's greatest weapon—tears—and the occasions when they come, wet and loud enough to attract the family. My tears brought my husband who was in the office above. He found I was in trouble. "Does it pay?" I wailed. In fact, I was almost in the condition Mr. Powys speaks of in his "Confessions." I was about to fall on my knees and ask to be carried out of this life, when I reached for another picture to paste on the screen and I found a sheet of paper with lines in a child's handwriting, lines in a very hilly style. It read:

"Dear Grandma:

"I am going to write you a letter to-day. I have two rabbits at home. I am in a bookstore down town and I am writing this letter in it. I like the bookstore. I will close for this time. Good-bye.

James Lloyd Russell."

Mr. Matthews and I decided it was only another proof that our work had not

been in vain. This message I found was written by a child who had never been in our store until that day, and whose mother had gone to an afternoon lodge. She had asked a friend what she should do with her boy, and the woman said: "Send him over to that bookstore, they like children there." Get as many children as possible to say they like your store.

To the woman in bookselling, the selling of children's books is a greater privilege than to the man, for they seem more fitted to it. I never grow weary of hearing the mother speak of the characteristics of her child. I find too often that in their reading the blessed fairy tale has been omitted. Yet which one of us does not remember the story of the "Lonely Fir Tree" or "The Angel"? All real child stories should begin "Once upon a time" and end "And they married and lived happily ever afterwards." A new ending seems to have been found by the dear little girl in Miss Montague's story which was published in the *Atlantic Monthly* and has since been published in booklet form by Dutton. This blessed child knows, as we all do, the shelter of our mother, for always her story ends: "Him's gone home to him's muvver."

It is the bookstore man and woman of to-day who are given this great opportunity of implanting in the minds of children those impressions which they carry to the end of their lives. Someone has said we live the last half of our lives on what we have read the first half of our lives. If the reading of a book is the enrichment of our nature, why do we who sell books not play a greater part?

## PRESCRIBING BOOKS FOR MENTAL ILLS

Now that our physicians are using suggestive therapeutics to such an extent, and since reading plays so great a part in bringing back to health so many mental cases, who have broken during the great nervous strain of the present age, there has been awakened in me a new determination. I have realized as never before, that patients are often sent to us from the nerve specialist's office. They ask for such books as: "As a Man Thinketh," "Kingship of Self-Control," King's "Rational Living," Walton's "Why Worry?", Cabot's "What Men Live By," and often Van Dyke's and Burroughs' outdoor stories. Let us, instead of thinking we are selling merchandise, change the atmosphere of our store and put into it more personality—more of that something which will bring the human being back to us. Let us keep ever before us the scene which Dr. Crothers describes in his lecture called "A Literary Clinic." Let us fancy we are the Dr. Brown whom Dr. Crothers visited. Over the door hung a sign something like this: "All ailments cured through reading." In this office, as Dr. Crothers approached, sat a room-full of patients. The young lady appeared, handing Dr. Crothers a card. He replied: "Thank you, I have just called to see the Doctor and I will wait until he has finished." As he sat in this

office, he noticed the faces of the patients. Some young, some middle aged, and others who had been allotted their three score and ten—their ills brought on from many reasons. When Dr. Brown prescribed, Dr. Crothers noticed that he brought from a top shelf, now a copy of Ossian's poems, now a copy of Swift. To another he gave, possibly, a volume of history. To the patient whose heart had been torn by death, he prescribed still other books, asking him to read for a certain number of days, then return that the effect of the prescription might be noted.

After this fashion, for over one hour Dr. Crothers gave us, in a most delightful way, the inner workings of Dr. Brown's wonderful cure, playing upon the characteristics of almost every author represented on the shelves of the bookstore of to-day. And, as I sat listening, the books on my shelves seemed to range themselves like the bottles of an apothecary shop, and instead of titles of poems, novels and books of history, I saw ether, calomel, quinine, various liniments. So absorbed was I in the awakening which I received from Dr. Crothers as to what a bookstore should be in its community, that as I left the lecture room, it seemed to me that I was running away from the title of being a "woman doctor."

Perhaps we may not all be able to mix our potions with the high literary quality which Dr. Crothers gave us through his Dr. Brown, but as the customer approaches asking for a book for some dear man or woman, who has lived the three score years and ten, possibly even a few years added to these, why not suggest "Looking Westward," written by Marion Harland, delightful in its style, showing the beauties of age, the glory of the sunset of our lives. Why not, when the customer comes to us longing for a bit of comfort, give out the story "The Messenger," a little book which shows how the words we give in life come back again to comfort those we have left. Why not, to the restless youth, give Stevenson's "Will of the Mill" and show how gladly this young lad came back to his home after wishing and longing to follow the things that passed by his own door. Why not give to the mother whose child has been taken away, "Recompense," such a little book,

but mighty in its words of comfort. Let the young mother read Tagore's little poem "The Beginning," or to those whose mothers have been taken from them offer Tagore's "My Song," words rich in comfort. For ingratitude, give to your patient Miss Johnson's "Legend of the Bleeding Heart," just a little fairy story, but great in its message to us each day. For one who has lost the smile, prescribe the book "Miss Minerva and William Green Hill"—a real tonic! If there comes a patient who thinks life has given him no gift and who needs a touch of the spiritual, ask him to read "The Tumbler of Our Lady." Give to some of your patients Lawrence Hutton's "Talks in a Library," Henry James' "A Small Boy and Others," Hillis' "Great Books as Life Teachers." Let us bow our heads to the publishers who give to the booksellers of the country the privilege of handing these books to our customers. To Dr. Crothers, who gave to me a new inspiration as to the meaning of a bookstore in a community, I owe much. We must work for our daily bread, but why not keep in mind ever the human touch? It is the nucleus of genuine success. Do not let your commercial attitude take from your heart side, for nowhere is this more necessary than in the selling of books.

Genuine human sympathy is a magnet which draws as surely in commercial life as in less crowded ways. Books are our mental food and the public will go for them to the one who is honestly interested and who understands. Theodosia Garrison has expressed this kinship in a little poem called "Knowledge":

"I have known sorrow—therefore I  
May laugh with you, O friend, more merrily  
Than those who never sorrowed upon earth  
And know not laughter's worth.

"I have known laughter—therefore I  
May sorrow with you far more tenderly  
Than those who never knew how sad a thing  
Seems merriment to one's heart suffering."

THE CHAIRMAN: After such an inspiring paper it seems to me that we certainly should be better booksellers. It has surely been worth our while to give this afternoon to hear these papers. We have one more, "Thirty Years of It." Nathaniel McCarthy, Minneapolis.

### THIRTY YEARS OF IT

By NATHANIEL MCCARTHY, Minneapolis.

"Turn Me Over, Life Is Short" was a sentence which arrested the footsteps of some of the travelers along the Seneca street highway in Buffalo, N. Y., in the summer of 1875. Just a few doors below Hawk's Bookstore and Newsstand was a little bit of a hole-in-the-wall second-hand book-shop, and a little old man named Reilly was the proprietor.

It was in this latter shop that I received my initial start in the book business and the very most that remains of that experience is embodied in the sentence above quoted. This sentence, "Turn Me Over, Life Is Short," occupied the whole of one side of a circular

advertising a book sale and was handed out singly to a goodly number of passersby, as that particular thoroughfare was thronged from morning until night, for the shop was almost directly opposite the post office and the collection and delivery of mail then had not attained the degree of efficiency of present-day methods.

This particular position lasted during the summer vacation, including the months of July and August. Within one year of completing the high school course, I made the mistake commonly made then, even as now, of thinking that a job and a few dollars a



week were more to be desired than learning. Hence I left school and during the year following, did not earn more than \$100. If my earnings had been five times that amount I would still have been the loser by that decision, for by experience I have learned that wisdom is better than rubies.

It was at this time that my brother, John, who was employed at the bookstore of H. H. Otis, had the university fever in his blood and determined to go to Wesleyan, and I applied to Mr. Otis for his position. Mr. Otis was a very active, energetic, forceful example of a successful business man and I had both respect and admiration for him.

The store was a depository of the Methodist Book Concern, Nelson & Phillips, New York, agents,—hence the clientele were largely Methodist ministers and the business was largely that of religious books, church requisites, and Sunday school supplies, with but scant attention paid to the current publications of the day, though, as might be expected, a large volume of business was transacted in Bibles.

I got the coveted position and worked hard, not so much to earn the promised stipend of \$150 for the year, as to please H. H., as he was familiarly called. The second year the salary was raised to \$200 and the third year a raise was not forthcoming. H. C. L. was not in those days the lever that it is to-day, and it was correspondingly more difficult to secure recognition for capability and efficiency—efficiency standards being the development of a later age. The objection to the raise was based on a lack of knowledge of the stock on my part. My response to this was, "Give me an example of my ignorance." "All right," said H. H., "I will. Get me a copy of 'Alypius of Tagaste'." "Can't do it," said I, "never heard of such a book." In reply H. H. said "You have dusted that book at least 50 times." "Show me," said I, and straightway he arose from his chair, walked directly to a certain shelf, and without a moment's hesitation, placed his hand on "Alypius" and stuck it under my nose, saying "See that!" Needless to say I did not get the raise. "Alypius" was too strong, but that experience gave me the habit of looking closely at titles and sensing books mentally—an invaluable asset, as every one in the book business knows. Much of my success as a bookseller in after years is due to "Alypius of Tagaste" whom I am pleased to introduce to-day to those of you who have not previously made his acquaintance.

The offer of a \$600 salary from another house where I was receiving but \$400 created a disturbance. "Alypius" had been my friend not only in name but in deed, and through his influence H. H. began to see a light. He counselled with me, knew I loved him and made a counter proposition for my consideration, carrying an increase of \$100 additional each year for the succeeding four years, and I stayed.

Other booksellers in Buffalo at that time included Martin Taylor, Peter Paul, Joseph

Paul, Otto Ulbrich, Spencer S. Kingsley, Ernst Besser, and the department stores just a-borning. No one of these men is now in the book business though the names of two of them still do service over bookstore doors in Buffalo.

Through a chance remark made by Mrs. Otis about accepting Horace Greeley's advice to go west, I learned that Mr. Orton S. Clark of Buffalo had some thought of entering the book business, with Minneapolis as a possible location. As Mr. Clark was a frequent visitor at the Otis bookstore, I mentioned the subject to him and found that he was in earnest about the project. He made a proposition which was attractive to me, particularly as H. H.'s two sons, Charles and Will, were in the store and no further chance for advancement seemed possible to me. With Mr. Clark I made my first trip beyond the Mississippi and reached Minneapolis Saturday afternoon following Thanksgiving Day, 1883.

Monday morning we looked over the stock of Thurston & Hatch, which was on the market at that time, decided against its purchase, looked over the Twin Cities, turned out steps again toward the rising sun and were put off at Buffalo the following Thursday. The week's absence made me richer in experience and deeper in debt, for Mr. Otis very kindly had loaned me \$50 with which to make the trip.

Five months after, this obligation to H. H. paid and \$100 saved, the partnership of Clark & McCarthy was formed and we again started for Minneapolis, this time by way of New York City.

Letters of recommendation were considered valuable in those days and I had one from Mr. Otis and one from my pastor. Mr. Clark had a much more influential acquaintance in Buffalo and he was well supplied, for we both believed in the quotation from the best seller of that day and of this, "A good name is rather to be chosen than riches." Perhaps these letters were as influential in securing the good will of the New York publishers as the brief statement which we left by request at the office of the Stationers' Board of Trade to which we were "steered" by some interested friend—though our acquaintance in New York City was very limited.

Two instances stand out in my memory appertaining to that first visit to New York City. One was at Harper's where we met among others of the Harper staff, Mr. Nast. Mr. Nast gave us very good advice and among other things said "Do not hesitate to ask us for anything you think we can give you or supply. Any favor that you would like to receive, please do not hesitate to write us for. The very worst we could say would be 'no,' while in the majority of cases we would be able to meet your request in part if not entirely, but again, the most we can say is 'no.'"

One other call in particular stands out very clearly in my memory. It was at Chas. Scribner's Sons. "Meet Mr. Dingham, our

manager." We met. Mr. Dingham read our letters and was lost in thought for a few minutes. Then to break the silence we said, "Our statement is at the Stationers' Board of Trade." "Well, gentlemen, make up your order and drop in to-morrow." Mr. Dingham very kindly said that on this bill we would be entitled to the best discounts, so we went through the Scribner catalogue from A to Z and made up the order. The amount of that first purchase was about \$125. On the occasion of our next visit we again saw Mr. Dingham. He had looked over the statement at the Stationers' Board and also our selection of Scribner publications, and again reminded us that the discounts given us were their best, in consideration of which they would like to have the transaction a cash one. "You mean by cash, Mr. Dingham, payment in thirty days, after we get started?" to which he gave assent. Let me say here that this bill was paid as desired by Mr. Dingham, and what appeared to us as particularly peculiar, under all the circumstances, was that the next statement from Chas. Scribner's Sons was not received until the following January, when payment was desired for the books supplied during the previous six months, July to December inclusive. Their next remittance date was July and for some years thereafter the Scribner bills were paid in January and July of each year; but, alas, there have been changes in accounting systems as elsewhere in the book business.

From my experience gained while in the employ of Mr. Otis, I felt a certain confidence in attempting to sell books to ministers, particularly those of the Methodist persuasion, and in furtherance of that scheme, made application to the then western agents of the Methodist Book Concern, Dr. Walden and Dr. Stowe, for larger discounts on certain of their publications. These brethren finally decided that we would be granted an extra five per cent. on our purchases.

Other publishers in Chicago at that time were the Fleming H. Revell Co., Mr. Revell there in person; S. C. Griggs & Co.—the "Co.," Mr. J. C. Buckbee, now head of the Bureau of Engraving in Minneapolis; Jansen, McClurg & Co.; S. A. Maxwell & Co.; the American Tract Society, in charge of Mr. Alexander McConnell, all of whom extended their best wishes and expressed themselves as willing to do anything for us to help us to success.

The Minneapolis store, located at 620 Nicollet avenue, was opened for business May 1, 1884. The expression "watchful waiting" had not then been coined, but it expresses our experience during those first months painfully well.

My desk was near the front of the store where I could be easily reached if a possible customer appeared. One day I could not but be conscious of a conversation carried on outside the window of the store by two gentlemanly appearing individuals. "How long do you give this concern to last?" "I should say six months at the longest," was the

reply. You cannot imagine my gratification when the participants in this dialogue both came in and, presenting a card, politely informed me that they had been the assignees of the previous occupants of this store and when the time came, would be glad to serve us in a similar capacity.

After the first nine months of business, ending January 1, 1885, we carefully listed all our net assets and then checked back so as to make sure no errors had been made. We realized that our venture had been made thus far at a loss of not less than \$1500. Added experience and increased business combined enabled us during the next twelve months to make good the loss sustained during the previous months.

Harking back to that period, I have often wondered why the many bookmen with whom we came in contact did not warn us of the danger there was in beginning operations in the spring, nor tell us of the advantages of making our start in the fall.

Sometime before leaving Buffalo, I had had revealed to my awakening and developing consciousness some of the characteristics that would govern me in the choice of a life companion, and when a man has a revelation of this character it usually makes a decided impression on his life and future. The first revelation of the peculiar fitness of a certain individual came to me when, on the occasion of her graduation from the Central High School of Buffalo as valedictorian of her class, I first saw her and saw her in public, and again later on the same evening, when the Jesse Ketchum gold medal, presented for excellence of scholarship in the high schools of Buffalo, was awarded to this same individual. My future consideration of young womanhood in general was governed by the standards of excellence as embodied in the person of Miss Annie McMillan. I had not been guiltless of attractions previous to that time, nor had the "Heart of the Rose" been published, and as a result I could not claim to be one of the unkissed, but in the absence of Miss McMillan I may say that consideration of young women of my acquaintance was very tender but brief. Occasionally the platonic would develop for a time, but the young lady in the case, gaining thereby a small glimpse of what the Elysian Fields are supposed to supply, would seek unlimited companionship for better or worse elsewhere.

In order to keep in sympathetic relation with my ideal—wireless or night letters not having been invented in those days—it was necessary to make frequent trips between Minneapolis and Buffalo. These trips occurred never less than once in the twelve months or more than twice in the year. The nearest approach to 50-50 was the receipt of a letter one day about 5 p. m. which informed me that "Mother and I are leaving for a short visit to Chicago," and would come via Lake Shore, arriving at 8 a. m. I did not wake up to the possibilities for fully thirty minutes, but the following sixty minutes were as rushed as if it had been December 20th. Needless



to say, I made the fast train on the Northwestern, advertised then as now, "always on time," had thirty minutes to make the Lake Shore depot from the Northwestern; didn't know a short cut but a cab driver did, and I met them. Matters progressed and the interesting time in a young woman's life seemed approaching and, to cut a full length book of 50,000 words to short story size, and one that would head Wm. H. O'Brien's list of best, we were joined in the bonds of holy matrimony in April, 1890, and for these twenty-six years my wife has been my chief inspiration and help.

Safely married, I bent all my energies to making a success in the book business. Because at that time there were already in Minneapolis four general bookstores and more, largely because I had had my training in a religious book business, Mr. Clark and I devoted ourselves very largely to church and Sunday school supplies and to religious books, gradually working up a business in these lines which for a quarter of a century has been well and favorably known throughout Minnesota and the Dakotas.

For four years we remained at 620 Nicollet avenue. Then a better room for the same money tempted us into the store next door, 622 Nicollet. At the expiration of eight years we saw that there was not likely to be a living in our particular business for two families and Mr. Clark decided to withdraw, fortunately being able to take with him all the money that he had put into the business as his stock plus an additional fifty per cent. of that investment. From that time I carried the business alone.

A few years later, a beautiful new store was built directly opposite our location, and Harrington Beard, an established art dealer in Minneapolis, suggested that we take the two stores, throwing them together. This we did. Mr. Beard's art clientele gradually came to look to me for other than religious books, and I correspondingly branched out more largely into the general book business. Both have wished that the arrangement could have continued indefinitely, but at the expiration of our lease the entire building was rented to a clothier. As there were no other double stores available, we separated. Upon my agreeing to rent 622 again, my previous location, if it were improved, my old landlord remodelled the store and I went back to my old stand, but carrying now a pretty full line of general books.

Leather goods and trinkets have never had any attraction for me, even a small line of stationery was finally abandoned, and I have depended on books exclusively—one of the very few booksellers, I think, who have managed to weather the gales with only books to sell.

Thirty-three years in one business brings various attempts at bettering oneself. In the false hope of retaining a depository of the Presbyterian Board of Publication for the Twin Cities, I opened and carried for five years a branch store in St. Paul. For another

five years I had the experience of running the book department in one of the prominent Minneapolis department stores, which, I feel, added nothing to my prestige, while it stimulated the other department stores in the city to enlarge their book sections to meet the direct competition of ours.

Breaking bread with Hugh Elliott one evening, in the course of conversation I said, "Hugh, if you had an assured annual income of \$6000, payable semi-monthly, what would you do?" Quick as a flash Hugh responded, "I would go farming." "Well, Hugh," I said, "I wouldn't, I'd go into the book business. The desirability of having some active relation to the community in which we live, the opportunity offered of meeting in an unusual way the best brains of that community, the cultured and the traveled, taken all together make advantages that would render it unnecessary for me to look further for a more desirable and satisfying occupation than to be the bookseller of the place. But, remember, this decision is based on having the \$6000."

Not carrying this pre-requisite, my experience, as you might well imagine, has not been altogether of this roseate hue, glowing only with satisfaction and contented respectability. It has not given the choice of a limousine, a runabout, or an electric at the end of your own push-button. On the contrary, the attempt to establish and maintain an exclusive bookstore on a limited capital with the necessity of carrying at all times a reasonably complete stock of the standards, renders the problem difficult and becomes a task demanding an economy of the most rigorous type, and allowing a satisfaction and love of your occupation to take the place of what would be in almost any other line of business endeavor regarded as a comfortable support for oneself and family. An increasing volume of business, day by day, month by month, year by year, is the only way, in my judgment, to win out.

As the years have passed, I have been more and more impressed with the applicability of the New Testament doctrine of faith and works to the book business. The publishers of books are men of great faith—faith in every individual bookseller to "work off" all the stuff bought and buy more. Were it not for faith in the bookseller to make good, the publisher realizes that in his particular line there would be no "works."

While writing this paper, a new and significant meaning has come to me from my very earliest experience, that with Mr. Reilly's "Turn-me-over." While in the day it was originally used it referred to the circular only, let me suggest that another usage would result to the benefit of every bookseller in this convention. "Turn me over, life is short" should be applied diligently not only to the best sellers but to the shelf-warmers as well.

One elderly but brainy spinster seated at my desk making out a check was so impressed by a motto which she saw there that she said, "I am sorry for the man who sits at this desk, for to 'Keep Everlastingly at It'

is too large a price to pay for success." But in this day as in all the other days of my thirty and more years "keeping everlastingly at it" has seemed absolutely essential even to develop a very moderate success in the book business.

THE CHAIRMAN: I wish to announce that

the Nominating Committee will meet to-morrow morning at 9:30 in Room 1164. The Nominating Committee are Mr. Eugene Herr, Mr. Henry Sanders, Mr. Estabrook, Mr. Davis L. James, and Mr. Edward Hyke.

If there is no further business for the afternoon, the meeting is adjourned.

#### MORNING SESSION—SECOND DAY

THE meeting was called to order by the President at 10:00 a. m.

SECRETARY KEATING: Mr. President, Gentlemen and Ladies: The attendance at our convention has certainly been very gratifying. The comment on everyone's lips yesterday was that this was the best first session of the convention that we have ever held. [Applause.] It seems fitting, however, that we should remember at this time that we who are gathered here are not alone all those who are interested in this convention. I know that scattered over the country are many booksellers who would be here if they could, many who desired to be here but who were detained. Among the number of regrets that we have received there are just two that we want to make a special announcement of. [Mr. Keating read communications from John Robinson, of George W. Jacobs & Company, and R. J. Cuddihy, of the Funk & Wagnalls Co.]

MR. BUTLER: I would like very much to call attention to the fact that Mr. Cuddihy, of the Funk & Wagnalls Company, has taken the greatest interest in our Association, and also in the Booksellers' School in New York and in the Booksellers' League. As you

know they have entertained this convention and this year they gave the Booksellers' League a royal entertainment at their works.

[On motion a telegram of regret and appreciation was sent Mr. Cuddihy and others.]

THE CHAIRMAN: Now, ladies and gentlemen, we arrive at that point where we have some more good papers. "More and Better Help from Publishers to Booksellers," Mr. Charles C. Shoemaker, the Penn Publishing Company, Philadelphia. [Applause.] I made a mistake. [Pointing to a large cup on exhibition on the rostrum.] This cup is not for the secretary or for the president. The probabilities are this is the nearest I will ever get to it, so I am going to lean on it pretty heavily. I introduce to you Mr. Healy, who wants to tell you what he is going to do with this cup. Mr. Healy, of the *Review of Reviews*.

[Mr. Healy proceeded to explain that the cup was to be presented to the Philadelphia bookseller making the best window display during the convention of the Associated Advertising Clubs of the World, June 23 to 30, next.] [Applause.]

THE CHAIRMAN: Now, after having made my mistake of getting Mr. Shoemaker ahead of Mr. Healy I present to you Mr. Shoemaker.

#### MORE AND BETTER HELP FROM PUBLISHERS TO BOOKSELLERS

By C. C. SHOEMAKER, *Penn Publishing Co., Philadelphia*

The Publishers' Co-operative Bureau is probably not a familiar name to most booksellers. This is in part the fault of the members themselves, who have gone about their work in a quiet, unassuming way, without any clash of cymbals or blare of trumpets, and in part, perhaps, due to the uncommunicative character of our emissaries who are not always inclined to transfer information of so prosaic a character. Then, too, in the multiplicity of associations, it is somewhat difficult for the bookseller to know exactly to which one reference is made. What with the American Booksellers' Association, The National Stationers' Association, the various local booksellers' associations, such as are now in New York, Boston, Philadelphia, and Chicago, and many other associations almost too numerous to mention, it is no wonder that some confusion should exist in the mind of a dealer far removed from New York City.

Henceforth, the attitude of the Bureau will not be quite so modest and unassuming. Most of its members will announce the fact of their membership in the Bureau on their stationery, and also in all newspaper and magazine advertising. Every salesman will have placards in his sample room announcing that his firm

is a member of the association, and all composite newspaper, catalogue and circular advertising will bear the names of the members of the Bureau. A colophon, too, will very possibly be used by all members.

#### HISTORY OF THE PUBLISHERS' CO-OPERATIVE BUREAU.

The organization was effected just three years ago, but has at no time embraced all the book publishers. The present membership is composed of the following: The Century Company; Dodd, Mead & Company; George H. Doran Company; Doubleday, Page & Company; Grosset & Dunlap; Harper & Brothers; Henry Holt & Company; Houghton Mifflin Company; Little, Brown & Company; G. P. Putnam's Sons; Frederick A. Stokes Company; The Baker & Taylor Company; B. W. Huebsch; John Lane Company; The Penn Publishing Company; The Pilgrim Press, and George W. Jacobs & Company.

The object of the Bureau is the obvious one of trying to increase the interest in books. Mr. W. B. Clarke of Boston, who has probably done more for the improvement of the bookselling business than any other person in the trade, is responsible for the statement



that "the unit of purchase of books is lower than for any other article of merchandise," which in other words means that less money is spent for books than for anything else. Ambassador Page is authority for the statement that "men pay less for books than they do for their neckties; and women's purchases of books amount to less than they pay for the buttons on their clothes." Certainly it is true that in comparison with other nations we spend much less for books than do any of them. Surprise is frequently expressed at the number of books published in this country, followed by the assertion that it is utterly impossible to keep track of so many of them. Ten thousand new books each year may seem an enormous output. As a matter of fact, the small European country of Switzerland publishes one-fourth as many as we do, and we have twenty-five times her population.

#### UNITED STATES LACKING IN BOOKS AND BOOKSELLERS

The activities of the Bureau were designed to apply first to the public, and second to the bookseller. Books, especially new books, find their way into comparatively few homes. If anyone will take the trouble to make a canvass of the homes in the community in which he lives, he will be surprised to find in how few of them will be found books of any kind. Scarcely anyone makes a pretense of having a library—a library that is at all up-to-date—and the oldtime custom of having a children's bookshelf or a library devoted to children's books seems to have passed out of existence. If by any chance a home is found with a library, then that library is usually filled with long sets of subscription books that are never opened, or a lot of cheap out-of-date reprints so worn and unsanitary that they disgrace any home, and should be offensive to any person handling them.

Dearth of books in the homes is scarcely more pronounced than the lack of booksellers in the United States. With a population of one hundred millions of people, there are scarcely, all told, counting both booksellers and department stores, two thousand dealers in the entire country. If we had the proper number of booksellers there would be at least ten thousand of them in this country—one to every ten thousand population as against one to every fifty thousand as it is to-day. One to every ten thousand is a low average for a European country, and that far off country of Australia with a population of five millions of people is said to have as many booksellers as we have in the United States with twenty times her population. To be sure, there is, or was, a reason for this absence of booksellers in this country, but for some years past that reason has, in a large measure, been removed. Until the various trade organizations came into existence, bookselling, as everyone knows, was an unprofitable business, but in recent years conditions have changed so that now it is probably as profitable as many other kinds of retail merchandising.

The average cost of doing a book business is from 20 to 30%, while the average publisher's discount is from 30 to 33 1-3%, so that with extra discounts for quantities, it is not difficult to calculate what the net profit should be. It is no secret that all well conducted stores are securing a good average net result, and that the profit is not always in Open Accounts, or Merchandise on Hand, but is in actual cash deposited in bank, or has been drawn out of the business and placed in dividend paying investments.

#### COLLEGE WOMEN ARE ENTERING BOOKSELLING

During the last few years there has been some increase in the number of booksellers, but the advance has not been as rapid as it should have been. An article by Earl Barnes, entitled "A New Profession for Women," that appeared a year ago in the *Atlantic Monthly*, brought out a number of inquiries from college women about the book business, with the result that several of them have already engaged in it. Another article, to appear in an early number of the *Ladies' Home Journal*, written by a woman who is conducting a unique bookshop in central New York, is likely to bring forth hundreds of other inquiries with the result that some further additions to the bookselling ranks should be made. While the Bureau wishes to encourage as much as possible the establishment of new bookstores, it will never urge their installation except in a city where there are not enough bookstores, or in one where there are none at all. It is not unusual to find a city of ten or fifteen or even twenty-five thousand population, where there are no bookstores whatever.

#### PROSPERITY MEANS MORE INTELLIGENT EMPLOYEES

One of the recognized defects of the bookstores has been the lack of intelligent help. Now that there is more profit in the business than formerly booksellers can afford to increase the compensation of their salespeople, and thus attract more intelligent employees. Let us hope that in time there will come to the business many college graduates, or at least people especially trained for the book business. There have been established in New York and Philadelphia schools for the training of booksellers, and the Bureau has been glad to give substantial encouragement to the activities of these schools. In this connection it will be interesting to know that Mr. B. W. Huebsch, who has been actively interested in the work of the schools, is engaged this summer to deliver a series of lectures at Chautauqua in a course for book salespeople. This is to be a part of the course in the training school for librarians, and Mr. Huebsch's lectures will no doubt have a large audience.

There is much room for improvement, too, in the physical appearance of bookstores. There is no reason why all of the good taste in store windows and window dressings, store fixtures, and display of stock should be monopolized by candy shops, cigar stores,

haberdashers, drug stores, jewelers, and restaurants. It is encouraging to note that recently there have come into existence some bookstores that in taste and appointments are fully as attractive, perhaps more artistic, than the shops mentioned.

#### THE SUNWISE TURN: A MODERN BOOKSTORE

One of the more recent developments in this connection is a store that in the past month has opened in New York. It is one door from Fifth Ave. and in the heart of New York's business shopping district and bears the name of The Sunwise Turn, a Modern Bookshop. It has a very attractive exterior as well as interior, and is most artistic in all of its appointments. The proprietors are two exceptionally intelligent women. One is a short story writer and a contributor to popular magazines and the other a well known lecturer and art critic on a large publication. Their business has for its basis three fundamental principles: First, an intimate knowledge of a very large portion of the books they have in stock; second, a subscription plan by which they will send to their customers a certain number of books during the year for a fixed price, and third, that all transactions are for cash, there being no charge accounts. Already the shop has attracted a great deal of attention, and through their various newspaper and magazine connections, the proprietors are sure of a great deal of free publicity.

#### "NEW BOOKS" DISCONTINUED

But to the work of the Bureau. One of the first of its activities was a heritage that came to it in the form of a publication known as *New Books* formerly conducted by the Advertising Men's Association. A unique feature of this publication was that only a limited amount of space was given to any publisher, and that all announcements were censored, no praise or superlatives being permitted.

*New Books* proved to be an excellent advertising medium for books of reference and the more serious novels, but as it was found difficult to continually announce books of this kind, its publication was discontinued. To a certain extent the idea embraced in *New Books* is now being carried out by the *Review of Reviews* in their monthly Book Supplement. Each month they circulate it to their own mailing list, and furnish imprint editions to the trade. This pamphlet is made up of their book advertising sections and has a page or two of editorial matter especially written for it.

#### BOOK EXHIBITS AND OTHER ACTIVITIES OF THE BUREAU

Book exhibits have been another feature of the Bureau. For several consecutive years these have been held in Boston, New York, Philadelphia and Pittsburgh, although not all of the exhibits were under the auspices of the Bureau. In each of these cities the exhibits have attracted thousands of people, with an increasing attendance each year, and

the result must have been increased sales of books in these localities, especially the more recent books.

A somewhat unique activity of the Bureau was the speaking tour of our worthy president, Mr. John J. Wood. His first appearance was at the home of Mr. Doubleday at Oyster Bay. There on the lawn, underneath a leafy bower, he first told his story to a group of publishers, and it proved so interesting that he was urged to make the same talk before booksellers, with the result that he has already spoken in Philadelphia, Pittsburgh, Boston, Washington, New York, and Baltimore. While he himself has probably forgotten it, he is under contract for further appearances in Rochester, Buffalo, Detroit, Chicago, St. Louis, and any other cities where audiences of not less than one hundred can be gathered to hear him. I hope he will not mind my saying that he has always proved an interesting speaker. What he has to say begets on the part of sales people themselves a greater enthusiasm for books, and he suggests very practical ways and means, not only of selling more books to people who are already book-buyers, but of opening up avenues for the sale of books among people who previously had not been purchasers.

No one who can hear him should fail to do so. He is literally worth going miles to hear, as was attested by a lady from Richmond, Virginia, who journeyed all the way to Baltimore to hear his talk and said she was repaid many times for the trip.

Last December the *Literary Digest*, with a circulation of half a million copies, arranged with the Bureau for a full page of advertising setting forth reasons why people should buy books for Christmas. This was accompanied by a strong editorial on the subject. For several weeks previous to Christmas the Bureau supplied placards "Books for Gifts" which they inserted in the street cars of from thirty to forty cities. The *New York Post* had a similar card in a number of the street cars of New York. While all this publicity for books was gratuitously given by these two excellent book mediums, the papers naturally expected that the publishers would freely use their advertising columns and this was done to a very large extent.

The Bureau also distributed over a million "Books for Christmas" postage stamps, 200,000 eight page lists of the publications of members, 4000 poster cards, "Books make the best gifts," and 6000 streamers for windows.

The members of the Bureau did some composite newspaper advertising with the booksellers on a 50-50 basis, and they stand ready to repeat this arrangement this season to the extent of full pages or less, wherever booksellers wish to enter into it.

#### GENERAL CATALOGUE PROPOSED

Probably the largest undertaking the Bureau has yet engaged in will be the preparation of a general catalogue of all the new books of all the contributing members. This will be the most attractive and most comprehensive catalogue ever prepared. Not only will



the space be limited to members, but only a limited amount of space will be given to each publisher. All copy will be edited so that only plain, simple, dependable descriptions of the books will be given. The expense of this catalogue will be considerable, and to offset this some imprint editions of it will be distributed to dealers at the exact cost of manufacturing. The catalogue is now in preparation, and a dummy of it will soon be shown by the representatives of the various publishers.

While it may not appear to all booksellers that a great deal has been accomplished in the way of increasing the sales of books, there must of necessity have been some results and it is hoped that much more will be manifested hereafter. Certainly it is true that the efforts of the Bureau have not been relaxed nor its purse string tightened. The publishers have contributed liberally, and the money has been freely expended.

This year the Bureau proposes to pursue its course even more vigorously than before, and as its work is quite as much in the interest of the bookseller as the publisher, any suggestions that come to it from the convention now in session, are sure to have serious consideration. We are all of one family, working for a common end, the sale of more and more books.

THE CHAIRMAN: The first thing I want to say to you is that Mr. Shoemaker is not my advance agent. He is preparing all of these hot air trips, but he forgets that the contract ceased with the beginning of this week, and that I have no contracts with Mr. Shoemaker or anybody else, and I am sure I will not after I have made the statement to them that I am charging \$100 a night. [Laughter.]

MR. STEWART: What is the catalog for? I don't see the point of a catalog of that kind which leaves out some of the biggest publishers. I don't see its special value. I would rather have a complete catalog to send out.

MR. SHOEMAKER: We can only say in reply to Mr. Stewart that this is only the beginning. We would like to have all the publishers in the Bureau. We hope to make the Bureau so attractive that some of the people who are not in it now will be very anxious to get in later on. There are some publishers, Mr. Stewart, who are not in favor of co-operation, and you cannot change their policy.

THE CHAIRMAN: Have you any other questions?

MR. MCCARTHY: Mr. Shoemaker gave figures in reference to the cost of doing business. I would like to have him repeat that percentage.

MR. SHOEMAKER: I said the cost of doing business, as it has been established by the booksellers' committee, is from 20 to 30 per cent. I don't know of any case where it is as high as 30 per cent., unless it is in New York City.

MR. HERR: I would like your authority for your minimum figure. The investigation conducted by this organization years ago showed

that it was from 28 to 30 per cent. as a minimum, and 31 to 32 as a maximum.

THE CHAIRMAN: Twenty-eight and one-half to 32 per cent. Mr. Cary, I think had something to do with that.

MR. CARY: It was figured some years ago on the basis of a business doing \$100,000 a year. I believe that Mr. Shoemaker's figures are practically correct.

MR. MCCARTHY: But I would like to know under what combination of circumstances a business should be conducted on a minimum basis of 20 per cent.

THE CHAIRMAN: That was simply an error, Mr. McCarthy. I think he wanted to make us feel good. [Laughter.]

MR. CONOVER: Now, is that per cent. figured on the cost of your merchandise, or on the sales?

THE CHAIRMAN: It is on the sales.

MR. CONOVER: Well in that case don't you come out of the same hole you went in at? [Laughter.]

Now then, a man is just starting in the book trade. He buys a book for a dollar. What has he got to sell it for to come out whole and make a little for himself?

MR. STEWART: A dollar and a half.

MR. CONOVER: How do you get at that? He has not charged any expenses. He doesn't know what they are.

THE CHAIRMAN: The expenses started before he went into business.

MR. CONOVER: He doesn't know how much they are.

MR. STEWART: No.

MR. CONOVER: Then he will have to go to some other fool bookseller to find out. [Laughter.]

THE CHAIRMAN: You are right.

MR. CONOVER: There has been a great deal said about the inaccuracy of basing your expenses on the cost of your goods. But I say you have got to begin right there. You have got to know how much you are going to add to the cost of the article when you sell it.

MR. SHOEMAKER: I think it is pretty well established that an article costing \$1 approximately wholesale should be sold at \$1.50 retail, and I think we are always safe in following Mr. Conover's sage advice because he makes money. He knows he makes money because he has the money in his pants pocket. I hope, Mr. Chairman, that there will come from this convention some suggestions to the Bureau that will enable the Bureau to devise ways and means of selling more books.

MR. ARNOLD: Would it be possible for Mr. Shoemaker to give us the names of the publishers, the larger ones who do over a \$100,000 business who have actually declined to join the Bureau, and some of their reasons for declining?

THE CHAIRMAN: I think that would not be justified.

MR. ARNOLD: But I want to know why they do not co-operate.

MR. SHOEMAKER: Mr. Chairman, I went as far as I could when I read the list of members themselves. Those who were not read

are not members of the Bureau. Everyone has been asked to join.

MR. HERR: Mr. President, I would like to suggest to Mr. Arnold that there are some publishers like some booksellers; they won't co-operate.

THE CHAIRMAN: These talks are very enjoyable, but really we have other papers just as good as Mr. Shoemaker's. "Libraries as Bookstores and Bookstores as Libraries." Miss May Massee, Editor of *A. L. A. Booklist*, Chicago.

## LIBRARIES AS BOOKSTORES AND BOOKSTORES AS LIBRARIES

BY MISS MAY MASSEE, *Editor of A. L. A. Booklist*

I feel that this is a very good title, for it includes everything one can say and if we could hold a Quaker meeting for five minutes in which each one of you would put his whole mind on the subject the net result would be—wonderful, but you wouldn't do it! So I have ventured to elaborate the theme from observations made while reading trade papers or listening to booksellers and librarians as they talked their trades.

It is one of our recognized and honorable platitudes that "Bookselling is a problem of distribution," and it seems to be granted that while the large trade centers are fairly well covered the lack of terminal facilities in small towns is a grievous handicap in the extension of the book business throughout the country. Could not the small public library be used as an effective means of removing this handicap to distribution in remote trade centers?

### BOOKSTORES AND LIBRARIES IDENTICAL IN AIM AND ACHIEVEMENT.

Will you compare for a moment the bookstore and the library? The expression of ideas and ideals in the booksellers' convention and in a librarians' convention are so similar that they may be roughly summed up as follows:—

The bookseller must be the most up-to-date person in a town.

The librarian must be the most up-to-date person in a town.

The bookstore reflects the life of the community as seen through the keen eye of the bookseller.

The library reflects the life of the community as seen through the keen eye of the librarian.

The bookstore caters to every interest, public and individual interest, in the community.

The library caters to every interest, public and individual interest, in the community.

The bookseller displays his wares in the center of the town in a fine bright window where all the world and his wife may see.

The librarian displays his wares in the center of the town in a fine, bright, window where all the world and his wife may see.

The bookseller knows his books and his people, his average buyer, his occasional buyer, his fussy buyer and has something for each.

The librarian knows his books and his people, his average reader, his occasional reader, his fussy reader and has something for each.

The bookseller has various methods of approach through advertising circulars, form-cards, and what not.

The librarian has various methods of ap-

proach through newspapers, circulars, special lists and what not.

The bookseller develops in his store an individuality which is made of the best of himself and of what each member of his staff can contribute to this common service.

The librarian develops in his library an individuality which is made of the best of himself and of what each member of his staff can contribute to this common service.

So the bookstore reflects the life of the community to the end that it may distribute books which the individual pays for directly with money.

So the library reflects the life of the community to the end that it may distribute books which the individual pays for indirectly with taxes.

The bookstore and the library which are realizing their fullest possibilities are identical in aim and in achievement.

With a little help from one of our latter day poets I believe this might be worked over into a sort of free verse chant for the librarian-bookseller. It would at least have what they all concede the first requisite of poetry, truth!

### PUBLIC LIBRARIES SOLUTION OF BOOKSELLING PROBLEM IN SMALL COMMUNITIES.

To develop such a bookstore requires rare intelligence and sympathy, a large capital, and numerous book-buyers so that the capital may be turned over often enough to insure profit on the investment. For this we must pre-suppose a large community and perforce the small community must go without the ideal bookstore. But there are throughout this country in small communities hundreds, yes thousands, of potential bookstores, all under the charge of persons who know people, know books, know trade tools and how to use them, all provided with well selected stocks of live books, all subsidized by the public moneys, the public libraries. Why not use these centers of distribution already created?

### THREE OBJECTIONS RAISED.

Libraries and booksellers have raised three general objections to the idea. First, that it would commercialize the public library which must be free to all the people! Second, that it would interfere with the trade of the general dealer in a small town, who now keeps a small stock of books as merchandise. Third, if it were started in the small town it could not be kept out of the large town or the city where the established bookseller has difficulty in making both ends meet, as it is.

As for commercializing the public library,



if it is not a good commercial proposition to-day it is a failure, for a good commercial proposition is one which gives adequate returns on the capital invested for stock, and in the case of books the returns or profits are commensurate with the number of times the stock can be turned over. In a public library this turn over of stock is called circulation and there is not a library in the country which does not quote it first in reports to show that it is giving investors good returns on the capital used. Furthermore the people pay for everything in the public library and it is only in the community where the librarian tries to take the place of a special providence and give something for nothing that we find the ill-supported, ill-equipped library giving only half or quarter the service which the community should demand and pay for.

The dealer in the small town, *e.g.*, the druggist who now merchandises books and magazines, need not feel that his trade will be disturbed for the library will sell books which he does not know; which he cannot afford to stock; and it will have as customers the occasional buyers who would never be attracted by the ordinary stock.

For the bookseller who now serves the town at long range I must quote from two of the papers of your last convention,

"Anyone who is selling books by any legitimate method . . . is serving the public and building up the book business to the benefit of all booksellers," and again,

"We are all working together to keep on educating the public in the buying of books, and every book sold, no matter in what part of the country, is that much of a gain for the entire bookselling fraternity."

#### LIBRARIES WOULD NOT COMPETE WITH BOOKSTORES.

In towns where there is already a good bookstore it would be futile for the public library to attempt any competition, as it has not the personal experience, the money, time or space needed to care for book-buyers. Furthermore the up-to-date bookstore is developing a highly specialized library service of its own, as was outlined last year by Mr. Melcher in describing the work of the W. K. Stewart Bookstore in Indianapolis, and is being elaborated in the new Doubleday, Page book-shop in New York. It would always be impossible for the public library to enter into any competition with such established bookstores, even if it wished to. The library bookstores would interfere with no established channels of trade—they would simply open a new channel.

The practical details must be worked out variously for individual cases but are there not some general principles on which suggestions would be very much in order? As booksellers and publishers would you be glad to see this development in bookselling? Under what conditions would you welcome these newcomers to your hunting grounds?

THE CHAIRMAN: Miss Massee wants very much to have you discuss this paper. She

wants you to talk to her about it, tell her what you think of it, whether her ideas are right or not.

MISS MASSEE: I will tell you, it is a thing that is coming anyway. You might as well accept it and try to make the best of it.

MR. HARCOURT: Would the library have any capital?

MISS MASSEE: The library probably could not begin to carry stock in the beginning, but the library already has a stock of well selected books.

MR. HYKE: Would the library sell the books that are catalogued and on its shelves for circulation?

MISS MASSEE: Not at all. It would have to do an order business, but it already has a good stock.

MR. HYKE: It has a sample of everything?

MISS MASSEE: It has a sample of everything.

MR. HYKE: Now, would that obtain in the small town?

MISS MASSEE: It would obtain in the small town insofar as the small town had an appropriation with which it could buy good books.

MR. HYKE: In traveling over the southeastern part of the country I found there are a great many states with very few libraries, for instance, North and South Carolina, and Georgia. You find very few libraries there. Would you establish libraries in those towns? Would that be the purpose?

MISS MASSEE: If the small public libraries could count on a certain percentage of income being derived from bookselling, they could establish libraries in many little towns which cannot afford to have them now.

MR. HYKE: I find in most small towns the average library fund is about two or three thousand dollars, and by the time the librarian is paid there is hardly any money left to buy books for circulation.

MISS MASSEE: At that they probably have more books than any other place in that little town, and they have no bookstore.

MR. HYKE: Do you think the publishers would grant the librarian discounts that would compensate him for handling books?

MISS MASSEE: That is what I want to talk about.

MR. HYKE: The books you buy, will you put them in the library for circulation, or will you buy those books at the regular library discount, or is this just a method of buying books for the library at reduced prices?

MISS MASSEE: I want you all to hear that. Won't you please say that again?

MR. HYKE: I asked this: Is it the intention of the libraries to try to get better discounts than they are now getting by buying books at dealers' discounts and then taking these books and putting them on the library shelves for circulation? Of course, we are all opposed to further discounts to libraries because we are trying to make money, which is something we have not done for a great many years.

MISS MASSEE: And yet none of you care for library trade.

MR. HYKE: Yes, we do care for library trade. The concern I am with is doing a very large library business in St. Louis and it is very satisfactory. There is only one dark spot in it and we are trying to eradicate that. But if this plan would be simply a means of giving libraries larger discounts, I don't think booksellers would be in favor of it.

MISS MASSEE: Perhaps in the beginning the libraries would have to start this book business on a very small scale. Perhaps they would have to buy from you at regular library discounts. I think as long as the overhead expenses are practically nil, paid for by the community, they might be able to sell books at a profit and still only make—I won't specify just how much.

MR. ARNOLD: If socialism is to prevail it seems to me that Miss Massee's plan would be a very good one. [Applause.] But if individual trade is to prevail, then we don't want anything of that sort. [Loud applause.] Nothing could be more destructive to the progress of the book-trade in the smaller towns, or rather to the possibilities of building up a book business in the smaller towns, than municipal bookselling, which is just what this would be. Do you want municipal bookselling, or does the public want it—for it is not what we want, it is what the whole public wants, that will prevail? Miss Massee apparently thinks the country is going to be socialistic. That depends upon the public, not upon us. We exist for the use of the public. If the public decides that socialism is to prevail rather than individualism, which we booksellers represent in our trade, then Miss Massee is right.

MR. CHAPMAN: I want to get this proposition straight. I simply want to understand the proposition. It appears, according to Miss Massee, to be the opinion of the librarians or the library boards and committees that the municipality, as brought out by Mr. Arnold, should go into the book business. Is that the proposition?

MISS MASSEE: That is a very elaborate way of stating it. I think it simply means that the individual librarian, who is paid by the public money, will dispense books in small towns which now have no new book service worthy of the name. I feel that the small library is the legitimate place to start such a business. Don't you suppose if they work up a good big business in the small town, some live bookseller will come and take it away from them? Of course he will.

MR. DORLANDER: The University of Illinois has one of the biggest libraries in the state. Now, this University of Illinois sells books. I can go down there and buy a book to-morrow, and I will pay taxes this year to help them sell that book and compete with us, and they are just a block from us. Mr. Lloyd, over there, I think, will tell you the same thing. There are, I guess, 29,000 people in these two little towns, and there are

about five booksellers. Mr. Lloyd has two stores and we have one, and there is another new one starting up lately, a department store. We have been forced to give 10 per cent. to all faculty members, because the University bookstore gives them that discount, and it can do it because they figure that it costs them nothing to do business, because this state turns in two and a half million dollars a year to that library and university to do business with. The store of which I am vice-president pays a corporation tax to the state and the federal government; we pay our personal taxes every year; and part of those taxes we pay goes to help our competitors cut prices against us. [Applause.] I do not believe in libraries selling books at all. We cannot compete with them. They are using our own money now to compete with us, and they will use yours. The Macmillan Company and some other publishers now are sending books to libraries for them to see if they want them on their shelves, books you might say "on consignment." They won't consign them to us.

The faculty members and students (of whom there are about 5000, 4000 men and 1000 girls) can go over these books, sent on consignment, and get 10 per cent. discount. Most of you know that there is only a 20 per cent. discount on textbooks. Mr. Shoemaker says the average cost of doing business is 30. We only get 20 off on textbooks. If we give 10 per cent. off that and it costs us 25 per cent. or more to do business, how much are we making when we sell that book? We have run up against that for six or eight years and I know what I am talking about. [Loud applause.]

MRS. MATTHEWS: Miss Massee, did I understand you to say that the booksellers do not wish to sell to the public libraries? We do. We cater to our public library.

MISS MASSEE: I think you ought to.

MRS. MATTHEWS: We go after such books. We think it gives us another angle as to what the public are taking, what the public are interested in. Not only do we cater to the library but we allow them the privilege of reading many books, on approval; even novels come back to us. You see we work in co-operation with the library.

MISS MASSEE: Yes, I think that is quite general.

MR. HARCOURT (of Henry Holt & Company): Mr. Chairman, aren't there 600 libraries, perhaps 600 to 1000, in towns where there are no bookstores at all?

MISS MASSEE: There certainly are.

MR. HARCOURT: Perhaps the number might run higher? I think that there would be a field for a plan of this sort. That would be sufficient as an experiment, and that would not interfere with the booksellers.

Then as to the question of discounts: We have found that we can trust booksellers to say how and where they sell their books. We find, for instance, that if a bookseller is under contract to supply one of our books at a certain price, and the contract has hung over



after a change in our list price, and that bookseller buys, we will say, 250 copies, we can trust him to say he has sold 163 on the contract and the balance to the public, and that he will pay us two prices for them, one the old library contract price and the other the new list one. I think in the same fashion we could trust the librarians to say they bought one book to put on their shelf at the regular library discount and another to sell to their customers at a discount that might furnish them a fair return for the effort made to sell it. Perhaps there is something in those two considerations.

MR. ARNOLD: If the library is to sell books, if the municipality is to sell books, then why not sell them at cost? That would be the logical way. The municipality is not supposed to be making money out of the public in any way, so eventually they should sell books at cost. If the small town that should have a bookstore does not now support a bookstore, what is the reason? They have bookstores in small towns in Europe, in every part of Europe except Great Britain, and they have more even there than we have here. What is the reason they have small bookstores in every little town in Europe? *Because the conditions of trade there are attractive to enterprise and capital.* This is simply a choice between socialism and individualism. If you want socialism, you will have it of course, if the public will have it. If you want the individual bookseller to thrive you must provide for him conditions that will invite enterprising capital. I grant that those conditions are better now than they have been, but they are not yet right, and the evidence that they are not is that as Mr. Shoemaker says, we should have 10,000 booksellers where we have 2000. You have the right conditions in most of Europe. Most publishers know that. They are well acquainted with the facts; but they are pretty well satisfied with their profits, and until things get worse, or until we sell books in municipalities instead of in bookstores, they probably won't do much of anything for us. We have been trying to bring conditions to their point of view, but we have not succeeded very well so far. But we are going to keep on trying to bring them to it. Those conditions that I speak of that exist in Europe have produced booksellers there in so great number that in almost any town of 5000 in western Europe, Norway, Sweden, Denmark, Belgium, Holland, Germany, France, Italy and Switzerland, you'll find a bookstore. I have seen bookstores in towns of 500 people, of course, small affairs, but literally everywhere there is at least one live bookstore.

Now, these conditions can be reproduced here whenever the publishers want to have them reproduced. We booksellers cannot produce them. All we can do is try to urge the publishers to produce them. It is simply to my mind: are we going to be socialists or individualists, as far as Miss Massee's proposition is concerned? [Loud applause.]

MR. HUTCHINSON: I have been trying to

localize this matter and bring it down to my own case. We have in the city of New Bedford five small town libraries that we supply. I believe that my employees and myself are better fitted to advise people on the purchase of books than any one librarian in those five libraries. We have all had much longer experience and much wider experience. I believe we can supply the books quicker and at fairer prices than any librarian could. The librarians in these small libraries have no connection with the trade at all. They don't know how to order, they have little knowledge of business methods. They are people who give only a portion of their time. In one town in our radius the library is open three afternoons and two evenings a week. One library, I think, is only open one afternoon and one evening a week, and the person who has charge of it is outside of the work. I believe that in my locality I can give better, and prompter service, and better advice in regard to books, than the librarians of any of these libraries.

MISS MASSEE: But as a matter of fact, those libraries could not come into competition with your business under the plan proposed. This is not a proposition to start any sort of competition with any well established trade channel.

MR. HUTCHINSON: But there are no bookstores in any of these towns.

MISS MASSEE: No, but they draw from you, and it is just as if your bookstore were in each town.

MR. HUTCHINSON: But every small town is so served. Nobody goes without books nowadays who wants them. [Applause.]

MR. MELCHER: I want to say just a word about this plan. There *are* lots of small towns not served, and there is a genuine idea here. We may be coming to it. I don't take any stock in this socialism talk. Why, our libraries are the result of individualism. If we waited for socialism we would never have had libraries, because nine-tenths of our libraries were supplied by the Steel Trust. [Laughter and applause.] That is a solemn truth. In Indiana—perhaps not so much in Richmond, Terre Haute and Evansville—there are lots of little places without bookstores that need books. If someone there wanted "The Wonderful Adventures of Nils" and the librarian could say, "You can send to my library; the price is \$1.30," they would get it. We in Indianapolis would not lose the order because it would not come to us. We get, for instance, one or two orders a month out of a certain town 40 miles south of us. But that is nothing compared to the books that ought to be distributed there. I do not think in New England even, they realize how the territory ought to be covered. I have not thought over the plan much, but I think there is a germ in it.

MR. CONOVER: If you open the door for municipal bookselling, how are the libraries themselves going to work it? I would trust every librarian I ever met, but if there were profits in libraries how are you going to keep

the politicians out? It may be the librarians will lose their jobs, for naturally then they couldn't keep the politicians out of them. [Laughter.]

MISS MASSEE: Do you think the ordinary politician could sell books? I don't. [Laughter.]

MR. CONOVER: I want to assure Miss Massee that the politicians I have known will take

any kind of a job, whether they have any fitness for it or not.

THE CHAIRMAN: We thank Miss Massee for the paper. Now we have another good paper. The next one is, "Librarian and Bookseller—Comparison and Co-operation," by Mr. Matthew S. Dudgeon, secretary of the Free Public Library Commission of Wisconsin.

## LIBRARIAN AND BOOKSELLER—COMPARISON AND CO-OPERATION

By MATTHEW S. DUDGEON, *Secretary Free Public Library Commission of Wisconsin*

Speaking as a librarian, I have this to say as to the limitation which must be placed upon the library, if it is to take orders for books. In the first place, it can probably only operate wisely in communities where there are no bookstores. In the state of Wisconsin, for example, there are only forty bookstores but there are one hundred and eighty public libraries. As a consequence there are over one hundred and forty communities which have no bookstore but which have a library.

I would suggest this further limitation, that in these communities it would be perfectly proper for the library to take orders for new books at the regular price and to refer these orders to regular book dealers—resident dealers if there be any, or non-resident dealers if there are no book dealers in the community.

Speaking purely from a selfish point of view as a librarian, I would dislike to see the librarian take orders for books with the purpose of retaining a percentage of the profit to herself, or to the library. There would be danger, I fear, that the library would be commercialized, and possibly as has been suggested, also a danger that it would be socialized.

I am stating a truism when I say that in merchandising the consumer is king. If he does not exist you are out of business; if there are few of him your sales will be insignificant; if his name is legion your sales will be multitudinous. A few days ago I greatly enjoyed re-reading a story by O. Henry, which illustrated the principle that without buyers merchandising is impossible. It is a story of a semi-barbarous community in a semi-barbarous country, which was practically all an arid waste of sand. An American was induced, as a joke, to ship down a \$4000 stock of shoes—this in spite of the fact that absolutely no one in the vicinity, except the American consul and one or two of his friends, had ever worn a pair of shoes, or was likely ever to want to wear a pair.

Absolute ruin faced the American. One of his friends, however, came to the rescue and created a demand. He did it by shipping in hundreds of pounds of harsh, well ripened, sharp spurred cockle burrs, which each night were industriously and repeatedly sown in the sand along paths over which the bare-foot natives were forced to travel the next morning. It is needless to say that shrieks of pain arose when the natives trod on the

spurs of the burrs. The next night the process was repeated and the story was circulated that the burrs were an insect pest that had come to stay. On about the third morning the bare-foot natives could stand it no longer and rushed to the shoe store to protect their suffering feet. A demand for shoes was created, buyers became plenty, commercial ruin was averted and the merchant prospered.

Possibly what the American Booksellers' Association needs is a committee which can wisely devise and discreetly distribute literary cockle burrs, which will drive the average American into the bookstores of the country.

### BOOK-TRADE SUFFERING FROM DEARTH OF BUYERS

Now it seems to me, who am on the outside, looking in, and therefore, somewhat ignorant, that the American book-trade is simply suffering from an insufficient market. There are not sufficient books bought because there are not enough Americans buying books. When you have the American people unanimously using books, when every man, woman and child knows that he needs a book and stands ready to buy it, when the American public, generally, is seeking an opportunity to buy books, week days and Sundays, your troubles will be over.

If the average man is addicted to the reading habit (and we find that the reading habit, once established is harder to break than the drinking habit), if he is perpetually book hungry, he is every day and hour of his life a potential and a probable buyer of a book. The trouble is that the average man, bookishly speaking, goes bare-footed. In other words, he does not read. And it is a great misfortune to him, as well as to the book-trade, that no one has as yet provided and sowed in his pathway the pointedly suggestive cockle burrs that will drive him into the bookstore.

Possibly some of you will take issue with me when I say that the average person is not a reader. Let me give you some facts. A house to house canvass in a sparsely settled section covering one hundred and fifty square miles in a middle western state disclosed that there were twenty-one homes in the territory. Four of the twenty-one homes had no book, not even a bible; five other homes had no book except the bible; in only twelve of the twenty-one were any books other than the bible found. More than half of the books of fiction were dime novels. Not



an adult in the district had read any book for the entire year.

A somewhat similar investigation was made in a middle Atlantic state. It was disclosed that more than half of the homes were absolutely without any book except the bible; that in every one thousand children of school age, four hundred and forty reported that they had read nothing. In one entire district containing seventeen families only two books were owned; one family had Robinson Crusoe, and the other had a subscription book, "The War with Spain."

The conditions in these two states are fully representative of rural conditions generally in the United States. It is to be noted that in this latter state the rural population is almost exclusively native born. There is scarcely a point in the state more than ten miles from a railroad, and the state is completely covered by a rural free delivery system. Now it is useless for me to say to you that you can't sell books to the people who won't read books and don't want books.

#### GREAT COMMERCIAL ENTERPRISES BEING BUILT UP THROUGH BROAD, CO-OPERATIVE, IMPERSONAL CAMPAIGNS

There has been during the last few years a wonderful broadening and enlargement of ideas of publicity and advertising. Formerly the only advertising was that of the individual who sought to induce a possible customer to enter his shop, thus giving the merchant a chance to force his goods upon a purchaser. They were determined to feed the man whether he had an appetite or not. The more modern, more progressive and broader publicity is drawn on larger and it seems to me wiser lines.

Many of the greatest industries of the country are being built up through a broad-gauged campaign calculated to create a general demand for the advertised article. The publicity methods employed are not intended merely to boost a single product, or a single dealer, but are calculated rather to create a widespread definite demand that will benefit all engaged in the business. The intention is to create an appetite first in order to have the privilege of feeding it at an adequate profit.

#### CO-OPERATIVE ADVERTISING EFFECTIVE IN MANY FIELDS

All of us are probably unconsciously aware that of late everybody everywhere is using oranges. I wonder if we appreciate that the demand for oranges is largely an artificial demand that was created in order to save the orange growers of Southern California from absolute ruin; that it is a demand which was created at a very considerable expense, and through a complicated and well-organized co-operative effort upon the part of California orange growers; that even yet one single organization is spending \$300,000 annually advertising California oranges. This publicity, I must remind you, is not in the interests of any one grower, nor

of any one dealer. Its purpose is to induce the public to eat oranges. It is a co-operative effort in the common interests of all the growers and dealers in that region, whose financial success depends upon a widespread continuous demand from the army of consumers which the publicity has created. You have seen the Sunkist orange widely advertised. The "Sunkist" orange is not the product of one grower, the output of one dealer, nor it is, broadly speaking, the brand of a single type or quality. It is simply a catch word which has been employed and symbolizes the California orange. There is what is said to be an \$8000 advertisement in the *Saturday Evening Post* which is purely impersonal so far as grower or dealer is concerned, but which is calculated to increase the consumption of oranges.

Some of you may have noticed on the advertising page of the highest priced advertising periodicals in the world the presence of literature urging the claims of raisin bread and other products which involve the use of raisins. This publicity was invoked to save the growers of raisin grapes from disaster. It was undertaken because the price of raisins had sunk so low that it was no longer possible to produce them, except at a loss. Publicity was followed by demonstrators who showed the people how good raisin bread could be. Raisin bread, which was almost unknown a few years ago, is now baked in practically every bakery in the country.

Likewise the consumption of grape fruit is said to be absolutely an artificial creation brought about by wide publicity indulged in by those interested in grape fruit growing and by distribution of samples. The same thing is true, to a large extent, of other fruits, such as bananas, pineapples, etc.

In yesterday's *Chicago Examiner* you will find a last page editorial in bold-faced type calling attention to California's "Ripe Olive Day"—a day and article that show that California olive growers are cultivating publicity that will in the end produce an increased number of olive eaters, an increased market, and increased profits. It's a shrewd game, a wise game, a winning game.

Now one would think that considering our extremely early dietary indulgences it would be unnecessary to demonstrate to any of us the claims of a diet of milk, and of other dairy products. It may interest you to know that the national dairy council, representing large united dairy interests, with headquarters in Chicago, is planning to spend \$200,000 each year for a period of three years in a campaign to urge upon the public attention the value of a dairy diet. It will be spent in the following ways: First, *paid advertisements* will be inserted in the best periodicals, which will set forth milk, cream, butter and cheese as the best food obtainable. Second, there will be distributed to the press *special articles by experts* upon the healthfulness of dairy products as a food. Third, *educational pamphlets and recipes* for the use of dairy products will be co-operatively distributed to the consuming public through all dealers

everywhere. Fourth, an army of *speakers* and demonstrators, mostly women, will be sent out to demonstrate the use of dairy products. Fifth, *moving picture films*, showing the value and the methods of manufacture and distribution of dairy products will be furnished free.

Just two days ago I received notice that the government was issuing a splendid art portfolio picturing the wonderful beauties of the several national parks and that this would be sent to those who would make use of it. But this is the significant thing about the announcement: The transcontinental railroads are paying all the bills—and they will be many and large. They are doing what all big enterprises are doing and what they have been doing upon a big scale for years—they are co-operatively creating a demand for transportation—the article which they have for sale. Here railroads have enlisted two outside non-commercial agencies—the United States Government and the American Civic Association—to help them in their far-seeing plan to increase the demand for their output—passenger transportation.

#### LIBRARIAN'S MOST IMPORTANT FUNCTION IS TRANSFORMING NON-READERS INTO READERS

I wonder how fully you appreciate the fact that the old fashioned librarian, who reluctantly delivered a book upon demand, has passed out of existence. The new style librarian is not so much interested in the man who comes and wants a book, as he is in the man who doesn't even know that a book is of any use. The modern librarian is an apostle of the doctrine that every man, woman and child needs a book and must have it. The function of the up-to-date library, in the phraseology which we in Wisconsin are reiterating again and again all over the state, is to make easily accessible to absolutely every individual the printed page which will help him do his work and live his life. All of us are early and late preaching the doctrine that no matter what your job, some one else has worked at it, that some one knowing more about your job than you do yourself has written about it, and that libraries are here for the purpose of seeing that you get the book which will help you in your job. In other words, it is a librarian's chief function to make a reader out of every man within his reach; to give him an understanding of books; to teach him that there is a book which he ought to have; to tell him what that book is, and to put it into his hands. The most important thing which the librarian does is to transform a non-reader into a reader.

I am told that there are about forty bookstores in the state of Wisconsin. This includes some very small stores, and also stores in which the book business is a very small part of the business done. On the other hand, there are one hundred and eighty public libraries in the state. In each of these one hundred and eighty libraries there are employed an average of three or four per-

sons. In other words, there are at least seven hundred persons in library work in Wisconsin, whose business it is to talk books; to discuss books; to handle books; to show books; to advertise books and to teach people the use of books.

Let me suggest to you something of the educational work which public libraries are doing with the young generation. For example, in the city of Madison the city librarian sent a group of forty-two books to a third grade room. The books were left there twelve weeks, and the records show a circulation of 862. In other words, each pupil in twelve weeks took home on the average twenty-two books, or almost two books per week per pupil. When I add that this was a district where the parents were almost exclusively foreign born you can appreciate that here was an effective campaign to make readers out of non-readers, and possible book-buyers out of those who were otherwise uninterested in books.

#### WHAT THE CHICAGO PUBLIC LIBRARY IS DOING TO CREATE A DEMAND FOR BOOKS

A Chicago bookseller told me yesterday that there were only four bookstores in Chicago, beside the department store book departments. These four bookstores cannot create any considerable demand for books in so large a community, since they cannot reach the individuals of the community.

On the other hand, the Chicago Public Library is in an admirable position to make book users out of those who do not use books, thus transforming them into potential book-buyers. The Chicago Public Library system reaches 350,000 registered individuals in the community. It maintains a central library and 37 regular branches. In addition to this it has thirty regular established public library branches in commercial and manufacturing houses. It has 28 so-called deposit stations, which are in effect smaller branch libraries. It has collections of books in 900 school rooms in the city where 900 teachers are co-operating with the public library in teaching future generations the use of books.

To reach the country districts there is maintained in Wisconsin, also, a system of traveling libraries wherever there is a region that is remote from public libraries, and incidentally, of course, remote also from bookstores. We loan to this community a box of the best books we can select for them. These books are placed in a country store or in a school house, and by various publicity methods every man, woman and child in the vicinity is given notice that the books are there for his use. Here are book samples exhibited where otherwise no good book would ever penetrate. These traveling libraries are now reaching about 1500 separate communities, and each library is to an extent the center of book interest and the only center in the community.

#### LIBRARY PUBLICITY METHODS

The libraries of the country are agencies



for book publicity. They are constantly flooding the various communities in which they are situated with select lists of the best books upon this subject and the best books upon that subject. If there is any movement or topic or action in which the public takes interest the librarian at once translates it into professional language by issuing a list of books upon the subject. Shakespeare Tercentenary, Baby Week, and similar movements have been made the occasion for a perfect storm of lists of books upon these subjects.

We publish a monthly bulletin in our state, sending out about 1800 copies. Each month we print a list of the best current books, such as are available for library purchase. Each title is annotated. Since it is known that this list contains an unprejudiced and unbiased selection it strikes me that sending out each month a list of such books to 1800 readers is a splendid piece of publicity from the book-dealers' point of view.

A year ago Mr. Franklin Mathiews, chief librarian of the boy scout organization, proposed a plan for juvenile book reading, his purpose being particularly to encourage the purchase of a good grade of children's books as Christmas presents. The plan was presented to this association and was warmly endorsed. Public libraries, generally, co-operated most heartily; many libraries arranged for public exhibits of desirable books recommended for purchase. I wonder if you will be interested in knowing that for several years we have been having a very similar juvenile book work in Wisconsin. The Wisconsin Library Commission sends out to every library in the state duplicate copies of just such a list of books for Christmas purchase. Wherever there has been a bookseller in the town this list has been delivered to him with the promise that if he will put these books in stock the library will do its best to send him buyers; and it is sent also so that the dealer may prepare himself for any demand that will arise. Following the sending of this list many of the public libraries of the state have held extensive exhibits of books, advertising them as recommended by the commission, and by the local librarian for purchase as Christmas presents.

This convention in other years has been told of a story-hour held in a bookstore for the purpose of acquainting the children with good literature. We all regard this as a splendid thing, and we will all, no doubt, agree that this had a very considerable educational value in leading the younger generation to become book-buyers. Not many bookstores are in a position to do this sort of work. I am quite sure that not one of the forty bookstores in Wisconsin ever held a story hour. I can assure you, however, that practically every week during the season there are 180 story-hours held in 180 different cities and villages in the state of Wisconsin, and each week each child in the 180 groups is given an impulse similar to that which dealers consider it worth while to give

through their own story hour in their own store.

#### BETTER BOOKS MORE PROFITABLE

I wonder if I may not assume with confidence that you are likewise interested in raising the grade of the books sold. I would not for a moment suggest that it is your place to dictate to the purchasers what they want. So long as a book is not absolutely harmful or immoral in its tendencies I think it is a correct statement to say that it is your function to deliver to the public the sort of books which the public wants.

I am persuaded, however, that a merchant who sells a really valuable book to a consumer is conducting a more profitable business, a more stable business, a business which is more satisfactory from a financial standpoint, and is more satisfactory from every standpoint than is the man who delivers an article of like price bearing a similar profit, but of less inherent value. In other words, it is only the merchant who delivers real value who in the end satisfies his customer, makes him a permanent patron and builds up a business which is profitable, stable and satisfactory. A successful dealer in discussing some of the difficulties of his affairs suggested to me that the book business differs from many other commercial enterprises in two particulars, which render it less profitable. First, the number of titles published is so large that although many of them are relatively worthless, he finds it necessary to carry a tremendously large stock of goods involving a large investment of capital. And second, because of the fact that he carries many books which are of no great value, and are not in demand, his stock turns over much less frequently than does the stock of the average merchant.

It seems to me in this lies another reason why dealers should be interested in promoting the consumption of good books, and should be anxious to raise the grade of the average book, which is demanded.

If, however, as many titles were published, and these titles were upon the average of twice as high a grade his business would be much more profitable, since the capital invested would be decreased and rapidity of the turning over increased. In other words, he would have less money invested, but would have a larger gross amount of sales.

With this point of view in mind, let me suggest to you that the librarian is constantly co-operating with the bookseller in making it possible to sell better books. All the emphasis in professional work is laid upon the good book; all our lists are select lists; all our publicity is publicity as to the better grade of books. When librarians are boosting books they are boosting only good books. When they are talking books they are talking only good books. So far as librarians have any influence on publicity, it is in the direction of fewer books and better books. Our interest, our ideals, our purposes, our plans, and our influence run parallel to yours so far as quality is concerned.

PUBLICITY FOR THE BEST BOOKS RATHER THAN  
FOR THE BEST SELLERS

I have been told that it is an ordinary practice among booksellers to scan the periodicals which publish a list of best sellers, and as soon as they discover that certain books are selling well elsewhere, to make special displays of these titles in their show windows, to give publicity to the list in various ways, to make a splash, as our friend from Eau Claire said yesterday, and in every way to seek to make what had been the best seller the best seller in their store.

I have for a long time felt that there ought to be some way by which a list of the books which are pre-eminently the best books of the various publishers and which are also good sellers, might be published and given publicity similar to that which is given the list of best sellers.

If every bookseller in the country knew that certain books, which were at the same time good books and good sellers, were being sold rapidly elsewhere, he would be inclined to make a splash with these best books, as he now does with the best sellers. I believe the librarians all over the country would co-operate in boosting the sale of these best books. The librarians' lists and bulletins would feature them, librarians themselves would talk this list and urge this list. I am inclined to think that some of the best periodicals of the country would be glad to aid in giving publicity to such a list. If some such plan as this could be worked out it would certainly have a tremendous influence in promoting bigger sales of better books.

## TRAINING BOOKSELLERS

You have been considering the possibility of training your booksellers. Let me suggest with due modesty that there may be something of value from the standpoint of a comparison in the fact that we have found that an untrained person cannot be a librarian. We have found that a librarian must know books. Without an intimate knowledge and sympathy with books she cannot buy books; she cannot talk books; she cannot persuade people that they need books; she cannot persuade them to leave her place of business with books under their arms.

So definitely has it been demonstrated that librarians must know their business that there have sprung up in this country nine library schools which are sending out hundreds of persons each year who have been trained in these three fields which I have just suggested.

I do not know how significant you will consider these facts. We find it necessary to carefully train a public librarian in order to make her competent to loan a book; to persuade a person to take a book which costs nothing. Is it not possible that the book-trade will find it profitable to train people to perform the much more difficult task of persuading people to part with money in order to carry away a book?

## LIBRARIES ARE BOOKSELLERS' PUBLICITY AGENCIES.

Libraries, so far as books are concerned, are your publicity agencies, scattered all over the country in centers of trade, large and small. They are your demonstration stations where persons of more or less expert knowledge are constantly demonstrating to the public that books are for everybody. They are your exhibition stations in which books are always upon exhibition, and which from time to time arrange exhibits of books in special classes and for special occasions. The libraries are the offices of a staff of your book boosters, who are thinking and talking books, early and late. They are your bureaus of information resorted to by the public. Libraries are to a large extent, and will be, more and more, literary centers to which bookish people will go to discuss and learn, as well as to borrow.

The army of librarians scattered over the country is, or can be made, your army, enlisted in your behalf in the work of transforming non-reading individuals, who are necessarily non-book-buying individuals, into book users and book readers, who are at least potential book-buyers. [Applause.]

MR. HERR: In every convention something gets me started. I think we have listened to the finest and most instructive talk the American Booksellers' Association has ever heard, and I want to refer to the Publishers' Co-operative Bureau the suggestions that the gentleman has just made with regard to co-operative advertising. To my mind there is only one kind of co-operative book advertising that will ever produce results, and that is the kind of advertising he has spoken of being done by the raisin people, orange people, and, if you please, the brewery people. Those people are creating sentiment; they are creating propaganda. Nine-tenths of the book advertising in this country is going to about 20 per cent. of the adults, the other 80 per cent. in the country get no advertising; and so, gentlemen of the Co-operative Bureau, I believe a series of page or half-page advertisements carried over a definite period in the *Saturday Evening Post* or some other periodical would do more good than all the personal catalogs you can circularize. It might cost too much money; I don't know.

One more suggestion: Libraries and booksellers are not competitors. We should be co-operators in every sense of the word. [Applause.] You must recognize in the first place that libraries are educational institutions, book-stores are commercial institutions.

THE CHAIRMAN: Advertising is all right, done in the right way and the right place, but I think that some booksellers are rather inclined to sit back and let the advertisements do the business, instead of getting a little bit of pep and a great deal of ginger, mixed with a little sunshine, and going out after business. I believe that that will do better than all the advertisement the newspapers can carry. Personal work is a lot cheaper; it is better for your nerves; it benefits your constitution and



makes you a real man, a man worth while in the community in which you live. You will have no grouches against the library, none with your competitor because, as I said yesterday, the worst competitor in this world that you have is the man under your own hat.

In closing this session I want to thank you all for your prompt attendance at our meetings. This has been the best convention meet-

ing that we have had. We have had more people attend the convention, listen to the papers, come on time and stay through all of the sessions. We owe a great deal to the Chicago people, and they owe a great deal to us. They owe this to us, that they have been enabled to get together to make an organization which is going to count for a great deal.

#### THE WEDNESDAY AFTERNOON LUNCHEON AND OUTING.

Wednesday afternoon, following the practice of many past conventions, was given over to less weighty matters. This particular holiday interlude began with a luncheon for the delegates with the Chicago Association of Commerce in the big banquet hall of the Hotel La Salle as guests of the Chicago publishers. The 600 who attended the luncheon were amply repaid, for a representative of the United States Bureau of Fisheries gave a talk on the work of the Bureau, illustrated by some of the most interesting motion pictures ever shown to a book-trade audience. The salmon pictures from Oregon were a revelation to many present—in more ways than one.

Luncheon over, the delegates and their friends piled into big touring cars—supplied by A. C. McClurg & Company—and were taken for a two-hour ride through Chicago's downtown loop district and then for a forty mile circuit of the city through a continuous

chain of parks and boulevards. Arrived in sight of Lake Michigan again even the blasé New Yorkers had to admit that Chicago was "some town."

Not content with the noonday lunch the generous Chicago hosts insisted on another and even more elaborate luncheon at the magnificent new South Shore Country Club, where the riders drew up about four. The air had been crisp enough—it had been a perfect day—to give everybody a royal appetite for luncheon No. 2. It was nearly six when the long line of be-flagged automobiles, having broken all the speed laws Chicago may have apparently, drew up once more in front of the Congress Hotel.

There was little more than time to get ready for the evening's theater party—which drew a large booksellers' delegation, the production in the case being a classic of marked literary flavor, "So Long Letty."

#### MORNING SESSION—THIRD DAY.

##### EXECUTIVE SESSION.

The meeting was called to order by the President at 10:47 A. M.

THE CHAIRMAN: We were particularly fortunate last year in our Executive Session in having resolutions go through in perfectly good form, and I hope that this year at this session we will be equally careful with our resolutions.

I am going to ask the secretary to read some correspondence, but before he does that I want to read a special delivery letter from Mr. Clarke. He says that the Boston Chamber of Commerce sent out a ballot for voting by mail on price maintenance, and you will see that those in favor of price maintenance are in the majority. It was the one that most of us who are interested in Chambers of Commerce have received and voted upon. The first proposition is:

"There should be federal legislation creating the maintenance of resale prices under proper restrictions on identified trade-marked merchandise for voluntary purchase made and sold under competitive conditions."

##### Proposition 2:

"Federal legislation should take the form of an amendment to the Trade Commission act, defining the conditions under which the price-cutting is an unfair method of competition, and authorizing the Federal Trade Commission to prevent such price-cutting in interstate and foreign commerce."

In answer to the first question there were in Boston 521 yeas to 357 noes; and to the second note the vote was 550 yeas to 328 noes. He wanted me to say to the convention he thought that was a pretty good indication that

there was something bright in the future for us. [Applause.]

Now, Mr. Secretary will you read those communications?

[Secretary Keating read letters and telegrams extending invitations for the 1917 convention from Jacksonville, Fla., Boston, Mass., New Haven, Conn., Buffalo, N. Y., Philadelphia, Pa.]

[On motion of Mr. Melcher, duly seconded and carried, the Secretary was directed to make proper acknowledgment of these communications.]

THE CHAIRMAN: We will now have the report of the Nominating Committee, Mr. Hyke:

##### REPORT OF NOMINATING COMMITTEE.

Officers: Ward Macauley, of Detroit, President; Walter S. Lewis, of Philadelphia, First Vice-President; T. C. Melcher, of Indianapolis, Second Vice-President; Louis A. Keating, of Brooklyn, Third Vice-President; Walter McKee, of Detroit, Secretary; Eugene L. Herr, of Lancaster, Treasurer. Executive Committee: John G. Kidd, of Cincinnati, Chairman; Christopher G. Grauer, of Buffalo, Charles E. Butler, of New York, Luther H. Cary, of Boston, H. V. Korner, of Cleveland. Board of Trade: Charles E. Butler, of New York, W. B. Clarke, of Boston, W. S. Lewis, of Philadelphia. Alternates: Messrs. Louis A. Keating, Theo. Schulte, Fred. Lacy, Chas. Burkhardt, A. G. Seiler, and Edward Morehouse.

[On motion the report was received and on further motion Mr. Fuller was unani-

mously directed to cast one ballot for the names reported by the Nominating Committee as the officers of this Association for the ensuing year. A speech from the newly elected president was called for.]

MR. MACAULEY: Mr. Koeller's paper was entitled "Some Mistakes of Booksellers." I am glad that that paper came at our first meeting; otherwise you might think the members of the Nominating Committee had been guilty of the usual practice of booksellers.

In the town of Adrian, Michigan, a few years ago they were anxious to institute a reform government. They hit upon a certain man to run for Mayor and called him up before the reform delegation to get his views. He said, "Gentlemen, if you want me to run for your Mayor I will be glad to do so. I haven't any great ability, but I have a good pair of hands and a good pair of feet and they are all at your service." That is about my attitude towards this honor that you have given me. [Applause.]

Some little time ago a friend of mine said to me "Your name has been mentioned for president of the American Booksellers' Association. If you take my advice you will not accept, because the honor that you will receive is in no way commensurate with the hard work that you will have to do." I think he was wrong in both respects. The position seems to me a high honor and what right has any member of this Association to refuse to assume the responsibility of hard work, if it is the opinion of this Association that he should take it?

I wish only to call your attention to this, that this attitude which I assume applies in the case of every member. I shall ask many of you to serve as committee heads and in various other capacities; will you all try to bear in mind this same view, that every member of this Association ought to be at the call of the Association for service whenever in the opinion of those in command such service is required. [Applause.]

THE CHAIRMAN: Does the Executive Committee have a report to make?

MR. KIDD: Yes.

#### REPORT OF EXECUTIVE COMMITTEE.

A recommendation by the Executive Committee that at the close of present lease, if any, the New York Office of the American Booksellers' Association be abandoned and that this money together with a sufficient amount to make not less than \$1000 be placed at the disposal of the President and the Executive Committee for the defraying of expenses incidental to the betterment of association work, such as helpful trade letters, more frequent communications with members, etc., that the Executive Committee be appointed with a view to their proximity to the president so that frequent meetings can be held during the year for the purpose of promoting the interests and welfare of the association among booksellers, that association headquarters be where president resides. It is further recommended by the

Executive Committee that the traveling expenses of the ex-officers be borne by the association whenever it is deemed necessary by the Executive Committee, same to be deducted from the aforementioned \$1000.

[On motion the report of the Executive Committee was adopted.]

#### REPORT OF AUDITING COMMITTEE.

This committee has examined the book and vouchers as filed by the treasurer and find them correct in every particular and heartily commend the new system of accounting as adopted by Mr. Herr and his assistant.

(Signed) FRANK W. DICKERSON,  
H. C. BARNHARDT,  
CHAS. M. ROE.

[On motion the report of the Auditing Committee was adopted.]

THE CHAIRMAN: Mr. Arnold, your report for the Board of Trade.

#### REPORT OF BOARD OF TRADE.

Annual report of the Secretary of the Board of Trade of the American Booksellers' Association to the Convention held in Chicago, May, 1916.

The Board of Trade of the American Booksellers' Association has held four regular meetings during the year. One of these meetings was followed by a conference with publishers. All of the members of the Board have attended one or more of the regular meetings. The Board has endeavored to further the interest of the so-called "Stevens Bill" in the hope that this, or some other bill of similar purpose, would be enacted by the Federal Congress, and thus establish fixed prices for books on a legal basis. With the same intent, the services of Mr. Gilbert H. Montague, a New York lawyer, were engaged with a view to securing from the Federal Trade Commission, an opinion as to the legality of the plan for conducting the book business which was presented at the convention of 1915. After a visit to Washington, where he conferred with members of the commission, Mr. Montague reported to the committee of the Board and at the request of that committee he subsequently met with the Board and the representatives of several publishing firms. Mr. Montague, stated in detail his interviews with the Federal Commission. In brief, the Commission recommended that a suit at law be brought in a Federal Court with a view to obtaining a decision favorable to the plan in question. The publishers represented at this conference, were G. P. Putnam's Sons, Houghton Mifflin Co., Penn Publishing Co., Henry Holt & Co., Harper & Brothers, Charles Scribner's Sons, George H. Doran Co., E. P. Dutton & Co., Dodd, Mead & Co. There were also present Mr. Baker of the Baker & Taylor Co., and Mr. Chapman of *The Bookseller, Newsdealer and Stationer*. A special committee was subsequently appointed with power to continue the matter. This committee is composed of three publishers, three booksellers, and one jobber as



follows: Messrs. George Haven Putnam, George H. Doran, C. C. Shoemaker, Publishers; Messrs. Richard Fuller, E. Bryne Hackett, William H. Arnold, Booksellers; Mr. Herbert S. Baker, Jobber.

No action has as yet been taken by this committee.

The chairman of the Board received as contributions from members of the association the sum of \$1025, which sum was transmitted to Mr. H. O. Houghton as a partial expression of the booksellers' obligation in the matter of the expenses incurred by publishers in their legal efforts to further the interest of the trade. While these efforts were unsuccessful in the courts, there is no question but that they have indirectly produced valuable results and the experience, discouraging as it was in most aspects, provides a new basis for future endeavor.

While the Board cannot report any decided improvement in trade conditions, and in some particulars must acknowledge a retrogression, it finds a growing realization on the part of publishers that the sales of books could be largely increased if the conditions of retail book-selling were altered with a view to attracting new enterprise and capital. The Board hopefully continues its efforts to induce publishers to take a more active interest in putting our business on a sounder basis.

The Secretary would not consider this report in any way adequate without special mention of the untiring efforts of the Chairman of the Board, Mr. Butler, to maintain and promote favorable conditions in the trade.

[On motion the report of the Board of Trade was accepted.]

THE CHAIRMAN: I have sent out to see if the Resolutions Committee have any report to make now. In the meantime, is there any special thing that you wish to take up?

MR. HUTCHINSON: One association of which I am a member has a very pleasant custom, which I wish might be adopted here, that is, of presenting to each retiring president a suitable badge which is worn at future conventions showing that he is an ex-president.

[On motion action to this effect, including all ex-presidents of the association, was voted.]

MR. KEATING: Along the line of this recognition of the work of preceding officers, I was going to include in this year's official report on my own initiative—but it is probably better that you authorize it—a list of all the officers of the Association from its beginning, presidents, vice-presidents and the other officers for each year. I think that such a list ought always to be included in the reports of the Association.

[Mr. Herr made a report upon delinquencies in the payment of membership dues.]

MR. KIDD: I have been interviewed by one of the reporters of the *System Magazine*. *System* has been in the habit of printing statistics about overhead costs in various kinds of businesses and economies that can

be worked in those businesses to make them profitable that I imagine are very helpful to persons in those businesses. Their reporter has informed me that if the members of this Association will answer form letters which they are prepared to send out, they will work up statistics on our own business. Nothing very definite has ever been done along this line except by individuals, and I am of the impression that it would be very helpful. I know I read *System* every month myself and I am rather anxious to know what the other fellow is doing. It will not take much time on your part and I think will help everybody.

THE CHAIRMAN: During the last year we have been adopting some new methods in our store in having merchandise men come in and also an accountant. It occurred to me last night to bring this matter to the attention of this convention and see if it would not be a wise thing for us to have some statistics prepared to be presented to the next convention on the relations of sales to the rent paid and the salary paid to clerks. We have discovered some things during the last year that have been very helpful. Some of us have not been giving much thought as to how much rent we should pay and how much money we should pay for our salaries. Some of us probably are paying a man that sells \$12,000 a year about \$1500 a year salary. If the figures we have been getting from the accountant we have employed are correct, it is no wonder that we book men are not making much money. I believe we should get all the information about matters of this sort and all the statistics we can. Department stores have such data and they know perfectly well that they cannot exceed 5% of their business for rent. One man told me yesterday that his rent cost him 8%. Some of the large retail stores say that they cannot pay more than 8% on sales for salaries. Those are things that we ought to know if we are going to do business; I believe the time has come when, if we are going to stay by the book business and the stationery business, we should get down to actual facts and figures. It would be no breach of confidence and it seems to me it is quite vital. I have been amazed at some of the things that I have learned since I have been going not only into our own business but into those of men in some other lines.

MR. GRAUER: I think the suggestion which came from the Chairman of the Executive Committee is a very good one. I have been reading *System* for some little time, and I have looked over its columns in vain for a reference to experiences of book men or to book and stationery items. Now, if they make this suggestion to us that they will include in their magazine a section devoted to book and stationery interests, and if they will employ experts to co-operate with us in determining costs and overhead I think we ought to grasp this opportunity. I know for one, if they write to me for any information I shall be very glad to furnish it, because in

these days of advancing costs and of all kinds of increasing overhead expenses I think it vitally important for us to know exactly where we stand. We cannot hope any longer; we must know. And we have learned, as I presume every other bookseller has learned, that there are many surprises in a business when you begin to uncover the facts.

MR. MCKEE: Along this line a little book came to my notice the other day, "How to Conduct a Retail Grocery Store with Profit." This information had been gotten up and sent out free of charges. Information about their business had been tabulated properly so that grocery men could get some idea of how to conduct a successful grocery store. It occurred to me that we book men, who are never accused of not being good book men, but have been accused of not being good business men, should get this sort of information from successful booksellers throughout the country, and there are some successful ones, and tabulate it in such a way that we old book men who are not running our businesses in a successful way would change, and the new men coming in could start right. There is no doubt about the success of a new United States cigar store or a Liggett drug store, because they have the experience of their other stores tabulated. Why could not this be done in the book business?

MR. CONOVER: For 1915 I can give you to a cent just what my store cost me and I can give it to you in items. I know just how much I pay for expressage, rent, clerk hire, insurance, and every other expense. Now, it doesn't take very long to know how much profit there is. When I get through I know whether I pay too much rent or too much for clerk hire, or whether I ought to order more by express, whether the lighting is too high, and I will tell you where I get the book that records all this. I got it up myself. I call it an "expense book for merchants," and I have sold them in Amsterdam for the last ten years. It is not hard to keep it, doesn't take a very long time, and you will find in the end that you will have money in your pocket the same as I have.

MR. STEWART: It seems to me we want to get some definite action as regards *System*. I will make a motion that we endorse this action of *System*.

[The motion was duly carried.]

THE CHAIRMAN: I am not going to leave this seat, gentlemen without telling you something. It is all right enough to have expense accounts, but do you know how much it costs you *per package* to deliver goods? It costs something to deliver goods in these days; every time our automobile stops it costs us 23 cents, and 10 $\frac{5}{8}$  cents for every package we deliver. Did you know that? I didn't until a little over a year ago. It is all right to know that it costs you so much for expressage, and freight, but do you know how much it costs you for your mail? Do you know whether you are sending two letters to a house when both ought to be enclosed in one envelope? Do you know what

your postage costs you? It is that sort of thing that makes it cost to run a business. It is picayunish, but large stores that are making money watch just such things. They are watching delivery. Take our big department stores throughout the country: they have stations in different parts of the town. Why? To get rid of that one item in the delivery—the stop. After figuring it out for twelve months we found our stops cost us twenty-three cents, and that it costs us ten and five-eighths cents for every package delivered. I don't know that I am any better posted on this than you are, but for a year I have been at it in Cleveland working out costs and visiting different places. The hardware stores said it used to cost them twenty-seven cents for a stop and fourteen cents for every package delivered, and when they got into figuring it and getting the cost down—now, listen to this—they got it down from twenty-seven cents a stop to eighteen cents a stop and down to a little over eight cents per package for delivery. That means money to them, doesn't it? If it means money to them it means money to you. There are bookmen here sending out single packages for a carfare; you figure that carfare for that one book is costing you ten cents and forget that it costs you twenty cents for the boy's time.

I am not very much in sympathy with this plan that has just been voted on. I think it is up to you fellows to find costs out for yourself. Do you know that four merchandise men have gone into bookstores, and every one of them has thrown up his hands and said, "I can do most anything but figure on books." The man we got in our store, after tearing us out for two weeks, said "You've got me all right. I can merchandise shirt waists and boots and shoes, but I cannot understand books. Here is a lot of books in for six months, and others for nine months and a year. In a department store they wouldn't stand for that. Stuff would be gotten out in not over three months. They would not carry stuff over three months." I told him that if we didn't, we would not be in business.

There are a lot of things we know that a merchandise man does not know; it is up to us to tell him how to run our business, and after we have told him some things he can help us, because of his experience in merchandising and advertising. We are not statisticians: I believe that is the great trouble with a lot of us. I spend a lot of time behind closed doors with a sheet of paper that comes to me every morning. It is all right; every morning at nine o'clock I know how much business we did the day before and how much the freight cost us and how much everything else cost us. We hope we are going to get that little sheet down so fine that every day we can tell the percentage cost of that day. It won't be absolutely accurate until the end of twelve months, but you can get near enough to put you wise to what the boys in your store are doing. You cannot



watch all the delivery and bookkeeping services—there is another point: it is costing all of us too much money for our bookkeeping, for our offices. It is costing us too much for telephones. The time is coming, as a man said to me yesterday, when we all are going to put pay 'phone service into our store for our customers. It is very nice to give them service, but when they come in—this is funny—when a customer comes in to the store and goes to the 'phone and calls up your competitor, a department store and says: "Send us out the two dozen dinner cards that I was looking at," and I turn around to the lady in that department and ask her if the customer had made any inquiry of us for dinner cards, what would you say when she says "Never been near here." Another man came into our store every day with an order book and called up his office to give the orders he had taken around our neighborhood. I simply asked him who he was and told him we would be glad to give him the telephone service if he would just go to some other store and return to us the same number of orders.

They are small things, but small things we have to look after. We want to sell more books and sell them profitably. We want to know whether we are delivering goods and paying fifteen cents when we ought to pay three, or whether we are paying ten and five-eighth cents, as I imagine some of you are. Mind you there are times when it costs twenty-five cents to deliver a book, and that cost may be justified. If the customer is a good one and wants a book to read that night I am going to get it to her. But we ought to reduce costs all along the line.

MR. MCCARTHY: I would like to inquire of the convention as to how the parcel post system has worked with other booksellers. Packages of quite a considerable weight can be sent for a nickel or six cents, and packages given in the afternoon can be delivered the next morning by the postman. Why isn't that a good way to deliver?

THE CHAIRMAN: That might be all right in some towns but we couldn't do it very well in Cleveland because our distances are so great. We sometimes send the package out in the morning and don't have it delivered until the day after. Of course, towns are different.

MR. MCCARTHY: Unless it is too far out we like to send that way, because time and expense are greatly eliminated.

[Mr. Arnold read a letter of complaint from a member of the Association and his reply to it.]

MR. STEWART: The matter we have been discussing here is at present to my mind the most vital thing before us. Maybe it is because I have just taken over another broken down bookstore, but my experience has been that I find the symptoms about the same in each case. I am particularly anxious that our talks should be directed along this line. I would therefore suggest that Mr. Wood appoint a committee of two or three; that

they confer with all diligence during the coming year, and that the findings of that committee be framed in a real sure-enough paper for the next year's program, and that all prominence be given to it. This is the day of efficiency, and I presume that there is hardly a body of merchants in the country more inefficient than the ordinary bookmen. A lot of us go into the book business because we like books, and after the word "book" comes business. Now, business is a thing that people must train for. We claim that our business is almost a profession. But a profession involves training, and we must train ourselves and our energies and our thought in a concentrated way, by study and training, to make our business successful. Therefore, I particularly want to endorse this notion of *System's* to investigate and get information together. I want to urge particularly that such a committee as I have suggested be formed. Just as Mr. Cary a number of years ago gathered statistics that were very valuable indeed, so now I think we have come to another period in the history of our profession when we should have new figures, and I am particularly anxious such a committee be formed, if you will agree.

MR. HUTCHINSON: I would like to second that motion and amend it to provide that Mr. Wood be the Chairman of that committee.

[The motion was duly carried as amended.]

[Mr. Gill of Portland, Ore., told how his firm had detected a serious leak in their postage account by theft.]

MR. BUTLER: I don't know whether you know that the Federal Trade Commission in Washington are now investigating the costs of all big businesses, manufacturers and retailers, in the United States. Some three weeks ago they submitted a tabulated form asking this trade to give all the information it could as to its costs of doing business. If any of you gentlemen want to do so I suggest that you write to them.

THE CHAIRMAN: You will now hear the report of the Resolutions Committee.

MR. GIBBONS: The Committee on Resolutions offers the following resolutions:

THE CHAIRMAN: I wish you would pay careful attention to these so we may act on them intelligently.

[The Resolutions were here read as a whole.]

MR. HUTCHINSON: I move that the report of the Resolutions Committee be considered, each item separately.

[The motion was duly carried.]

[Mr. Macauley, the newly elected president, took the chair.]

MR. HUTCHINSON: Read the first resolution.

MR. GIBBONS [reading]: "Resolved that the 17th Annual Convention be held in Boston, Massachusetts."

[On motion this Resolution was adopted.] [Applause.]

MR. GIBBONS [reading]: "Whereas, the Trade generally would be immensely benefited through the establishment of a clearing

house or some other channel for sale or exchange of over-stock;

"Resolved, that the president appoint a committee of three in each of the following cities, viz.: San Francisco, St. Louis, Chicago and Boston, to consider the problem and make recommendations for its solution, such recommendations to be submitted to a similar committee in New York, which shall be given power to decide upon a plan and put it into operation."

MR. HUTCHINSON: I move the adoption of the plan.

[Mr. Herr suggested an amendment that the Board of Trade act as the New York City Committee, but Mr. Butler objected that the Board was already overloaded with work and that this particular matter could be better handled by a special committee giving its full attention to it. The amendment, after considerable discussion, failed of a second.]

[Mr. Hutchinson's motion to adopt the plan submitted by the Resolutions Committee was duly seconded and carried.]

MR. GIBBONS [reading]: "Whereas, it has been recognized for many years that the organization of booksellers should be strengthened and extended and the need has now become of paramount importance,

"Resolved, that the Chicago members of this Association be requested to form themselves into a committee to devise ways and means of organizing state and other booksellers' associations whenever possible, such associations to be affiliated with the American Booksellers' Association, and upon approval of its plan by the Board of Trade, the said committee shall be empowered to put it into operation."

[The resolution was duly adopted.]

MR. GIBBONS [reading]: "Whereas the very existence of the book-trade depends upon price maintenance, a strong fight for and against which is now being waged throughout the country, and whereas all possible moral and financial support should be given to the booksellers' side of the question,

"Resolved, that this Association, through the Board of Trade, become members of the American Fair Trade League, with annual dues of \$100, which has done valiant work in behalf of price maintenance and needs money to enable it to continue the good work."

MR. HUTCHINSON: I move that the resolution be laid on the table.

[The motion was lost.]

MR. NUSBAUM: Let us hear some of the objections to it.

MR. DORLAND: I object to it because the National Association of Chambers of Commerce of the United States are already working hard on this question, and I think this resolution proposes an unnecessary expense.

MR. SCHENCK: In order to bring the matter before us, I move that the resolution be taken from the table.

THE CHAIRMAN: It already has been. I ruled it was lost.

MR. SCHENCK: I move its adoption.

MR. GIBBONS: The American Fair Trade

League has taken the leading part in pushing the Stephens Bill before Congress, and has done a tremendous amount of work in molding sentiment in favor of that bill. Its work, or the results of its work, has brought out more opposition to the bill than had been apparent before they began, and we felt that the American Fair Trade League needed all the moral and financial support that the American Booksellers' Association could give it through becoming members and paying dues of \$100, because through the American Fair Trade League we are getting our side of the case presented to the Congressional Committee. That is the whole thing.

MR. GRAUER: I would like to inquire if the Chamber of Commerce of the United States is not also taking an active part in the bill?

MR. GIBBONS: There is no question about that, but they are financially able, I imagine, to take care of themselves.

MR. CHAIRMAN: Is it the judgment of the Committee, as it apparently is from this resolution, that this resolution is necessary to further the work of the League?

MR. MELCHER: Some members may not have seen how much opposition, and well organized opposition, there is going to be to this bill, and what a prominent place this Fair Trade League is taking on our side of it. I want to give one concrete instance. I went to a meeting in Indianapolis of the Retail Drygoods Association, supposed to be a meeting for the purpose of studying how to merchandise goods, but really a propaganda sent out from New York against the Stephens Bill. Everyone there was worked into a fever heat on this question—"Socialism rampant" and all that—and a man from Toledo said the government was going to wreck business in this country if it interfered any more with it. I said I was interested that he came from Toledo because that was a black spot on the bookselling map. He came over to me afterwards and he said, "Do you know how I get around that new fiction, price-cutting competition? I said "No, I would like to." He said "I don't carry much fiction." I said "Fine, there is no chance for the publisher, no chance for the dealer, no chance for the public, no chance for the author, because some of you there in Toledo want to use new fiction for advertising purposes." [Applause.] That is the type of man that is going against the Stephens Bill. What they really want is individualism for advertising purposes. I think the Fair Trade League needs our support and needs it mightily, and we ought to take action endorsing the committee on this point.

MR. BUTLER: Mr. Chairman, I have been busy all the morning working on the resolutions. I have some data regarding the Fair Trade League and the question of price maintenance which I hope to place before the Convention and which I fully believe will be of value. I would like to ask a postponement of this question until this afternoon. It is one of vital importance. The Fair Trade League have done a great deal of work. In fact they have fathered the Stephens Bill.



The Stephens Bill was originally backed by Brandeis and others. It has been revised from time to time. In the final bill a number of very important changes have been made, as for instance the allowance of discounts to libraries or public or state institutions, and allowances for distance, all of which were prohibited in the original bill. Seasonal sales also have been provided for under certain conditions. The Chamber of Commerce of the United States a year ago referred this question of price maintenance to a committee. That committee has been considering the matter for a year. It made its report a short time ago and voted, I think it was seven to three in favor of price maintenance. The three who opposed it were representatives of the Dry Goods Association of the United States, composed of the largest department stores in the United States. The Chamber of Commerce was not satisfied with that but has referred the question again to a referendum of every member of the association all over the United States. Through various Chambers of Commerce and commercial houses they are now voting on that question. Right now is a vital time for us if we believe in the Stephens Bill. The National Dry Goods Association of New York is spending vast sums of money and is working by every means it has through representatives all over the country. It is appearing before meetings and bodies in every industry; they even wrote us a letter addressed to Mr. Keating asking us to ask this convention to vote against the Stephens Bill. The Fair Trade League wants all the support it can get and as the book trade of the United States is so vitally interested in price maintenance, it is our duty to expend the small sum of \$100 at least as an expression of our support. B. Altman & Company of New York, as you all know, has withdrawn from the National Retail Dry Goods Association because of its opposition to the Stephens Bill. Bloomingdale Brothers of New York are in the same situation, and there are a number of other department stores that are on the verge. The Fair Trade League is asking for the support of all conventions and of trade organizations. This resolution of this convention telegraphed to Washington will go a great ways towards furthering support of the Stephens Bill. Don't forget that our previous resolutions received the signatures of probably ninety-nine per cent. of the publishers of the United States, probably the only trade in the country that has come out almost unanimously in support of that bill.

[Mr. Butler continued to speak at considerable length on this subject.]

[The resolution was adopted.]

MR. GIBBONS [reading]: "Resolved, that we once again go on record as favoring price maintenance and opposing cut-throat price cutting which only injures producers, distributors and consumers of all kinds of merchandise, and that we urge Congress to pass the Stephens-Ashurst Bill to protect the public against dishonest advertising and false pretenses in merchandising, and that the secretary

be instructed to telegraph a copy of this resolution to Edmund A. Whittier of the American Fair Trade League in Washington, D. C."

[The resolution was adopted.]

MR. GIBBONS [reading]: "Resolved that although we believe it detrimental to the interests of the trade to sell or dispose of books to the general public through any channels other than through booksellers, nevertheless the president shall be instructed to appoint a committee to carefully consider the whole matter and report to the Board of Trade the results of its investigations."

MR. FULLER: I move its adoption.

MR. CONOVER: I think the suggestion made by the second library speaker yesterday—if they do that—settled the question as between libraries and booksellers.

THE CHAIRMAN: I would like to ask the Resolutions Committee if the library proposition was the particular point in mind.

MR. BUTLER: The object of that resolution is to cover not only the special library matter brought up yesterday, but also sales through any other channel. We all know that cigar stores and drug stores and I don't know what not are selling books; this proposed committee is to consider the question of all such selling and report to us at our next convention.

MR. KEATING: It seems to me we are appointing a good many official committees. This matter doesn't seem to me to require a lot of consideration, as we have already gone on record repeatedly in past conventions against just this sort of thing. Why cannot we have a positive resolution rather than simply a committee to investigate and report?

MR. STEWART: I may be a little obtuse but I really cannot see the force of this resolution or any necessity for it.

THE CHAIRMAN: Did you wish to submit an amendment, Mr. Keating?

MR. KEATING: No.

THE PRESIDENT: There is at present nothing before the House?

MR. DORLAND: I spoke yesterday about how down at the University of Illinois the libraries are handling books there competing with us. We don't try to compete with them because we can't. I would like to see this resolution passed. Ours is only one instance I happen to know of. In that little town of about 20,000, two little towns together, there is certainly no need of books being sold outside of bookstores; there are plenty of bookstores there, one to every 5000 people; they have an opportunity to buy them. Nevertheless I know that one of the magazines put out by the agricultural students had a proposition where they obtained books from the publishers and offered them as a means of getting subscribers to that magazine. I would like to see this resolution adopted, because it may bring out a lot of things you don't know about. You will find there are more books getting into the hands of the consumer through other than book-trade channels than you ever realized. I would like to see it,

because if it is adopted, next year there will be a lot of opposition to books being handled by anybody but booksellers.

MR. BUTLER: I would like to reply to Mr. Stewart's inquiry as to the purpose of the resolution. As has been stated, the object is to investigate all other channels whereby books are sold, and which, if they were reported back to the bookseller, would open his eyes to many ways of doing business that he doesn't know of now. I heard a statement yesterday that rather surprised me; a publisher said that his sales through the trade totalled \$250,000 and through other sources \$2,000,000. What are we booksellers doing? Are we asleep?

MR. STEWART: I suggest Mr. Butler and Mr. Dorland be made a committee.

THE CHAIRMAN: I was about to ask Mr. Butler if he thinks this would be properly taken care of by the Board of Trade. Is the Board of Trade too busy to handle this proposition?

MR. BUTLER: If we can see a way of doing it, all right.

THE CHAIRMAN: Are you ready to act on this resolution?

MR. CONOVER: It seems to me that we are taking a very peculiar position. Suppose the stationers said that stationery should be distributed wholly through stationers, and that booksellers were not to have anything to do with it. So you might take any article of merchandise and want to confine it to one particular channel. I understand that you want nobody but booksellers to sell a book. That is nonsense.

MR. LEWIS: Let me call attention to the fact that this motion does not settle the question. It is simply asking for information. I favor a motion asking for information.

THE CHAIRMAN: It has been moved and seconded that this resolution be adopted. All those in favor please signify by saying "aye"; contrary minded "no." [The "ayes" and "noes" seemed about equally divided.] Do you call for a division? I will rule that it has been carried unless a division is called for.

[Motion carried.]

It has been suggested that, as there is still a considerable amount of business, an afternoon session will be necessary. We will take a recess until two o'clock. Meeting adjourned.

#### AFTERNOON SESSION—THIRD DAY

THE meeting was called to order by the President, John J. Wood, at 2 p. m.

THE CHAIRMAN: Mr. Kidd presented this morning the advisability of co-operating with *System*. We have with us this afternoon, Mr. Wheeler Sammons, its managing editor, whom we have asked to come here and talk to us for ten minutes about this matter before we go on with our resolutions.

MR. SAMMONS: Mr. President and Gentlemen: About two and a half years ago we began to collect figures as to the cost of doing business. This is not our idea at all, but that of our publisher, Mr. Thorne, who felt the need of these figures some time ago, and was interested and instrumental in starting the Bureau of Business Research at Harvard, in the graduate school of business administration there. This bureau has investigated the grocery business, as you probably know, and also the shoe business, and they are now extending their investigation to other lines. They get very elaborate figures by first putting in cost systems and then comparing results. That is necessary to get very accurate figures, but it is not necessary to get purely indicative figures, so we tried to supplement their work, by going out and getting, rather rapidly, what we call indicative figures. We secured such figures from over fifteen hundred stores in two lines, and we published those figures in December, 1914. They created quite an impression and have done a great deal of good. Shippers and manufacturers are now taking them up and using them, and just the other day I heard that many of the speeches at one of the large national meetings in the advertising field were given over to a discussion of these same figures. We now have under way about ten investigations. For instance, we are

taking up banking, the cost of doing a banking business. We find that nobody has ever gone into that side of the banking business, and we also find that the bankers are very much interested, and we are going to get figures for them. We are also getting figures on the costs of wholesale houses. In the manufacturing field it is almost impossible to get figures that can be compared, because in different lines they vary so much. But in the manufacturing line we have taken up the cost of selling—the rising cost of selling—and those figures are being collected and compared. We are also taking up the cost of selling real estate, and also the costs of paint stores, which will be in the June issue.

Now, we would like to extend the investigations to take in bookstores. We already have, I think, ten sets of figures from bookstores. They are not, however, very accurate, and you could not use them with any confidence. What we would like to do is to get your co-operation to secure these figures. We publish them as averages not with any individual names or connections with the figures. I think you can feel quite safe to give us your confidence and let us have these figures.

At first we had to send out investigators to get figures, because the costs of doing business were considered secrets; they didn't want to let them out. I had come from a department store myself, so I knew something of costs to start with, and could check up roughly the accuracy of figures received. When we got a few, however, we found that we did not have such hard work with the others; and after the costs were published and people saw that their names were not being connected with them, we have been able to get about what we wanted.



I would say that these figures are not absolutely correct. We get the figures and average them to see what the average cost for the line is. Then, we take the various main items and show the average cost of each one, as for instance, the rent, the sales people, and so forth. That enables a man to check up his costs to find out how first he stands in relation to the average store in about the same sized city and under about the same conditions, and, secondly, by comparing such separate items as cost for selling and cost for rent. Then we get the rate of turnover, and by comparing the annual stock cost with the average stock cost, and the annual sales cost, we get complete comparative figures on the retail selling side.

After doing the above, we then go out and take the best store from the point of turnover basis—that is, the store that turns stock the fastest—and analyze their methods. For instance, we find that out in Akron, O., is a paint man who turns his stock over the fastest. We send a man down there and get his story and publish it in connection with his figures. That gives people a chance to study those figures. Then, finally, we take various separate items, the man lowest on rent, the man lowest in sales hire, and we go to those people and find out what their methods are, and then publish the whole collection, showing their various methods for holding down the expenses of each separate item, showing the methods of people who have been successful in reducing those particular expenses.

We have done this with over two thousand stores, and the effect has been found beneficial not only in the specific trade, but in a good many other ways. It has been of use to the manufacturer—in your case the publishers—in figuring out discounts. You all have some figures, and everybody has seen those figures increase recently. You will find the increase has been from seven and eight to ten per cent. within quite recent memory. That is an unavoidable fact.

What we are trying to do is to establish *System* as a sort of a cost clearing house. We would like to have your co-operation with our guarantee that the figures will be used only in that way, and the further guarantee that they will be used for the trade good. [Applause.]

THE CHAIRMAN: We thank you, Mr. Sammons, for the talk, and I can assure you you will have our co-operation. We will now take up the balance of the resolutions. I will ask Mr. Gibbons to proceed.

MR. GIBBONS: The next resolution is [reading]:

"Resolved, That all booksellers be asked to make special efforts during the coming year to build up community co-operation in the propaganda for book reading, by common work and better understanding with libraries, teachers and leaders of thought in their territory."

[On motion the resolution was adopted.]

MR. GIBBONS [reading]:

"Whereas, the duties of the president of this Association require at times that he shall visit

different localities, thus meaning expense, and whereas such expense has heretofore been paid by the president personally, and whereas this Association strongly feels that all such expenses should be borne by the Association itself, now be it resolved that the sum of one thousand dollars be appropriated for the use of the president to cover the expenses incurred by him during the coming year and that the treasurer be and hereby is authorized to honor requisitions from the president against this fund.

"Resolved, also, that the president may at his discretion use this fund to meet expenses incurred by other officers of the Association.

"Resolved, also, that as soon as the finances of the Association shall warrant it the executive committee shall reimburse to President Wood the amount of expenses incurred by him during the term of his office."

THE CHAIRMAN: The first part of this resolution was taken care of in connection with the executive committee's report this morning. I think no action is necessary on that.

MR. GIBBONS: Mr. President, may I say for the resolution committee, that when this resolution was formulated we did not know of the action of the executive committee.

MR. GRAUER: I move that this resolution of the resolutions committee report be divided, and that we vote upon the second part of the resolution and expunge the first part.

[Motion carried.]

MR. MCCARTHY: Now, I move the adoption of the second part of the resolution.

[Motion carried.]

MR. GIBBONS [reading]:

"Resolved, That we express our deep appreciation of the inspiration of helpful ideas given us by those who have read papers at this convention."

[On motion this resolution was adopted.]

MR. GIBBONS [reading]:

"Whereas, we recognize and are deeply grateful for his long years of unremitting efforts in behalf of the trade and regret his inability to attend this convention,

"Resolved, That the secretary send a telegram of affectionate greetings and good wishes to William B. Clarke, of Boston, Mass."

[On motion this resolution was adopted by a rising vote.]

MR. GIBBONS [reading]:

"Resolved that this Association express its sense of gratitude to the publishers of the United States of America for their efforts towards conserving the interests of the book-selling profession and their hearty co-operation in sending delegates to their convention, which has done much to make it so great a success."

[On motion this resolution was adopted.]

MR. GIBBONS [reading]:

"Resolved, That we take this opportunity to express our high appreciation of the traveling representatives of the publishing houses who by their uniform courtesy and advice have materially assisted the booksellers to a better understanding of their mutual interests."

[On motion this resolution was adopted.]

MR. GIBBONS [reading]:

"Resolved that we extend to the Chicago Book Trade, and especially to the members of their entertainment committee, a cordial vote of thanks for their generous hospitality, courtesy and entertainment which leave us with a realizing sense of the difficulty in future conventions of emulating the example they have set us."

[On motion this resolution was adopted by a rising vote.]

THE CHAIRMAN: I feel that we ought to do something more, but I do not know what we can do to show them our appreciation.

MR. KEATING: In view of the action of this body this morning, on the proposal of the executive committee, to abandon its New York office, I would like to present this resolution:

"Resolved that the Association express to Miss Grace Going, who has served us in the capacity of office assistant for a number of years past, a deep appreciation of her unremitting efforts on behalf of the Association."

[On motion this resolution was adopted.]

THE CHAIRMAN: Now we are through with the resolutions, we may discuss any of the papers that have been read during the convention. I hope you have remembered some of the things, so that you can take them up. But, before we do that, I have promised to give Mr. Barnes an opportunity to speak upon a matter which we have turned down, I am frank to say, at previous meetings.

MR. BARNES (of the Barnes-Wilcox Company, Chicago): I ask your indulgence for a very few moments. I want to present a resolution for your consideration, and I want to make a very short statement in connection therewith. First, I will read the resolution.

"Whereas, in many states, school book dealers are obliged to buy all the adopted books through state depositories and there is enforced a restrictive contract between the state depositories and the local booksellers which is inimical to the interests of booksellers, and

"Whereas, it is believed that this contract is in violation of the Clayton Act, Section 3, and

"Whereas this matter has been presented to the Federal Trade Commission for consideration, it is hereby

"Resolved by the American Booksellers' Association in annual convention assembled, that the said Federal Trade Commission be urged to take such action in this matter as will bring relief to the booksellers from these unfair contracts; and further

"Resolved, that the secretary of the American Booksellers' Association is hereby instructed to send a copy of these resolutions to the Federal Trade Commission at Washington."

Gentlemen, I hesitate to speak on this resolution, because I know at once that the thought will come to your mind, that I am trying to get the booksellers to pull my chestnuts out of the fire. I simply want to say that they are not my chestnuts alone: they belong equally to all dealers who handle school books.

The facts underlying this resolution are perhaps best illustrated by the situation in the State of Virginia. I mention that because Mr. Nusbaum is here. Virginia was also the first state which inaugurated this practice. Since then it has spread to eight other states and is likely to spread further if it is not checked. In the City of Richmond there was organized a few years ago an organization called the Richmond School Depository, which agreed with school-book publishers in advance that it should supply to booksellers all the text books used in the State of Virginia. They made every bookseller in Virginia who wished to handle school books sign a contract that the said bookseller should not purchase any school books from any other source, and they enforced that contract with a bond. How would you like it, gentlemen, if you were handling school books, to be forced to sign such a contract and put up a bond?

I might add that the bookseller's compensation was reduced to ten per cent. in the State of North Carolina, but there a booksellers' association was organized which defeated this project, and compelled the publishers to allow them a 20 per cent. discount.

Those are the essential facts in this matter. I don't want to take up too much of your time going into details, but I would be very glad to answer any questions.

MR. HYKE: Is the bond given by the dealer to the depository for the books shipped him?

MR. BARNES: The bond is given to enforce the fulfillment of the contract entered into.

MR. HYKE: It is not done then to establish credit?

MR. BARNES: No, it has nothing to do with credit.

MR. HERR: This matter really opens up the whole school-book question, a very serious one, it is true, for the book trade, and one with which the American Booksellers' Association has never yet felt competent to deal. There are several very serious questions involved in Mr. Barnes' resolution.

In the first place, I question very much whether this is within the province of the Federal Trade Commission. This commission is a Federal body, concerned only with interstate commerce, whereas these matters seem strictly within state lines, are intra-state commerce over which the Federal commission has directly no control.

In the second place, school-book practices in the various states in the Union vary so widely that they become an exceedingly difficult matter for a national association to deal with. In my state, for instance, school books are purchased by the school districts direct from the school-book companies, the law providing for the free provision of text books by the school districts. The result is, that the school districts are supplied by the text book companies at the same discounts, and at better discounts, than were ever given to booksellers. The same law applies in other states. In some states text books are supplied by some other unit of government. Others have state adopted text books supplied through dealers.



In short, this whole thing involves so many questions that I doubt very much whether we can satisfactorily go into it now. I understand text book companies themselves are seriously hit by legislation in the various states, as well as by competition from state publishing propositions, and while I would like to see the text book situation helped some, I don't see how we can take it up.

MR. GILL: I think Mr. Herr's remarks are right in point.

In Oregon, where I live, the state law provides how school books shall be submitted, and the forms upon which they shall be submitted and sold throughout the state. The contract is made with the publishers by the state and retail dealers have to abide by that contract. They sell books in accordance with its provisions. We jobbers also handle the book on the basis provided in the contract made by the publishers with the state. It would be a very difficult matter, in other words, for this body to go into that question, as far as our state is concerned, without making much trouble.

THE CHAIRMAN: In speaking to Mr. Barnes this morning I told him I felt we couldn't do very much. Still I thought it was worth while for us to hear his side of the question.

MR. GILL: Do I understand correctly, from his statement, that bonds are taken from the various dealers requiring them to order their books from no other place; that is, that they are inhibited from ordering their books from any other source of supply than the depository?

MR. BARNES: That is true in these states.

MR. GILL: I am very much surprised at that.

THE CHAIRMAN: What states are those?

MR. BARNES: Virginia, West Virginia, Alabama, Mississippi, Texas, Oklahoma and Florida. There is one more, but I can't recall it now.

The thing I object to, gentlemen, is this exclusive contract. I have no quarrel with any kind of a contract with the state. But, as I suppose you know, there is in this country a sort of a jobbing interest which distributes school books all over the country, more or less. Such a business is not an intra-state matter, but is an inter-state matter. We, for instance, are prohibited from doing business in Virginia or in any of the other states I have mentioned. Of course, this question has a personal interest to us, but it has also a personal interest to any other dealers in other states who want to do business in any of these eight states.

MR. LLOYD: I would be very much in favor of doing something to establish some uniform regulation of the text book business. It is in an awful state in the different states. If we could put in an entering wedge to help this matter, I think it would be a mighty fine thing.

MR. BUTLER: It would be a very dangerous thing to take up this political campaign—which this would practically amount to. I would like to say that any action we take might lead us into trouble.

MR. BARNES: This resolution has nothing to

do with contracts or discounts. It concerns merely what I think is a violation of the law by others. I think the law is being violated, and I think the Federal Trade Commission would appreciate knowing how we feel about the situation.

MR. GILL: It might be of interest to this body to know—perhaps most of you do know—that the Department of Education recently issued a pamphlet summarizing the laws of all the states with regard to text books, the number of volumes used in each state, the prices paid, and all that sort of thing. The pamphlet also sets out in full the contracts that are made between the publishers and the states, and so forth.

THE CHAIRMAN: I don't believe we ought to do anything along the lines of this resolution.

MR. GIBBONS: If Mr. McCall is in the room I believe he could enlighten us some on this contract question. I got the impression from him that it was the publishers of text books who got the contracts; that they then appointed one firm in each state to act as a state depository under the law, and that that state depository then appointed other local agents to handle the books, allowing them ten per cent., but prepaying all charges and taking all risks themselves, also that the bond was simply a bond requiring them to protect this contract. I may have gotten the wrong impression, but that is the way I understood it.

MR. CHAPMAN: When this matter has gone to the Federal Trade Commission as a claimed violation of the Clayton Act, it seems to me that we are done with it, that we are all outsiders. If it is a violation of the law, the Federal Trade Commission will find that out. If it is not a violation of the law the Federal Trade Commission will find that out too, and no recommendation of this Association or any other association will modify the judgment of the Federal Trade Commission any more than it would that of a court. The commission is, in fact, acting in a judicial capacity. What this Association might do would be to send somebody down to the commission to argue the question before them, but that is as far as we can go. You cannot advise a court what it ought to do.

THE CHAIRMAN: I think it would be well to let this matter drop just where it is.

Now, if you are interested in any of the papers that have been read, say something about them.

[Mr. Keller made a plea for further cooperation between booksellers citing the cordial relations existing in Indianapolis.]

THE CHAIRMAN: May I suggest that we consider the paper read by Mr. Shoemaker. There were many things in that that we ought to talk about.

SECRETARY KEATING: I would like to refer to Mr. Roe's remarks in regard to a national campaign on advertising. The same thing was also referred to by Mr. Dudgeon yesterday. It seems to me a proper approach to Mr. Shoemaker's paper. I would like to ask Mr. Shoemaker whether the publishers have

in mind any widespread campaign in the newspapers and magazines as suggested, a campaign such as might offset in part the advertising campaigns of the moving pictures or the automobile associations?

MR. SHOEMAKER: I don't believe I can answer that question, Mr. Chairman, because our plans are not sufficiently developed. It is possible, that we may have some such advertising, some publicity advertising of an educational character, and we do hope and intend to have a good deal of co-operative advertisements the expense of which should be shared by booksellers and the publishers who are members of the Bureau. I presume that we could also have some sort of a general educational campaign, but we are not far enough along to say just what. I wish, however, that somebody or some committee would suggest to the Bureau some means that might be employed to help develop interest in reading and owning books. The booksellers ought to know more how to go about that than the publishers do. We will be very glad to have some suggestions.

MR. BUTLER: May I ask whether you are continuing that little monthly publication you had?

MR. SHOEMAKER: You didn't hear my paper.

MR. BUTLER: I did, but it was so elaborate and so well constructed that I couldn't carry all of the points in mind. [Laughter.] The reason I am asking you that is—since you want a suggestion—that I am very firmly of the opinion that probably fifty to seventy-five per cent. of the circularization which the publishers indulge in is absolutely wasted. If you analyze the business of any bookseller you will find that each has a certain clientele to which he caters the year around. If he sends out all these circulars of the publishers he soon exhausts his list, and, if he keeps on sending them out all the time, his customers become so tired that they disregard them and throw them away. I believe some other means should be devised. The individual house organ of each bookseller is a good thing if made attractive and original, and I question whether it would not be better to arrange with the publishers to go into some such scheme fifty-fifty, letting the bookseller distribute lists of all the books he handles. His customers will be glad to receive it. We used to send out statements every month, and in those statements were put a lot of publishers circulars. The result was that many of our statements were thrown aside without even opening the envelope. The consequence was that we didn't get our bills paid. [Laughter.]

MR. DOUBLEDAY: You don't know what a lot of good they do.

MR. BUTLER: I understand you are speaking now as a bookseller. We welcome you in our midst as a bookseller. [Laughter.] Now, what was the point?

MR. DOUBLEDAY: I understood you were taking the booksellers' attitude, that it does not pay to send out publishers' circulars.

MR. BUTLER: I say that such distribution ought to be modified. I think we are running it to an extreme that means waste.

MR. DOUBLEDAY: The booksellers don't run to extremes on it.

MR. BUTLER: Don't fool yourself on that. [Laughter.]

SECRETARY KEATING: I would like to speak about another matter. You passed unanimously a resolution a little while ago that provided that the local bookseller should try and get in touch with his librarian, and with the other local educational factors having influence in the community, to try and develop new readers. That is a fine idea, but I wonder how many of us booksellers will go back and initiate any such movement. I don't believe that any of us will do it; but I was wondering if it would not come within the province of this Bureau of publishers to support a representative who might go around into the community and get together the librarian, the bookseller, the public school teacher, the high school principal, and the various club people who might be interested in books. Would that come within the function of the Co-operative Bureau.

MR. HARCOURT: That is rather a question of national publicity. Since the Bureau has been in existence, the *Saturday Evening Post* has had at least a half a dozen editorials on "why people should own and read books," and "the books you should buy for your children." That publicity matter was stimulated by the publishers, and probably it was more powerful than if it had been paid space. That sort of publicity work has been carried on to quite an extent. But we find that we have to do that as individuals. In your local towns you are the people to do it for you can do it very much better than any agent we could send? You know the conditions, you know the local editors and the librarian; and if you choose to take the trouble they will help to boost your game. If we sent a man around to do that work in the field, all he could do would be to crystallize local effort and get you folks started. Why not be self-starters? [Laughter.]

MR. PARKER: I would like to say this. Is it a pleasant thing to have your customers come in and flaunt a circular and order sheet in your face and say, "I am going to order this book to-day." Perhaps they order it from you. But there is one concern in particular that seems to take a particular delight in sending advance circulars and order sheets into our city, to a selected list of customers, never mentioning the fact that the Eau Claire Book & Stationery Company are there ready and able to furnish those very books. I think that unfair to us. We carry the books but we know a great many orders that go direct to the publisher because of the circulars which the publisher has sent out in advance of the distribution to the trade. If the publisher feels he must carry on a campaign of that sort, I think it ought to be in towns and communities where there is no bookseller and no direct competition with a bookseller.



Secondly, the circulars which publishers send out are too full of adjectives and have very little to say about what the book actually is. The circulars might easily be made much more helpful to us if they would get right down to what the book is, what it deals with and would leave the adjectives off.

I think these two things are vital in the matter of co-operation between publisher and bookseller.

MR. HARCOURT: Might I mention that in the advertising that the Publishers' Co-operative Bureau is sending out, all circulars have been censured, and that it is a rule of the committee in charge that no description of books should contain any direct praise, they should be analytical descriptions of the books.

Now, as to publishers' direct circularization. I doubt if the publishers' direct returns are as large as the booksellers think they are. With us the direct business that we get, on books that bookstores sell, is not one-fourth of one per cent.

MR. GRAUER: A vital note has been struck here with reference to the relations between booksellers and librarians. I am here appealing for a closer relationship between them, as I have appealed before. The thing that has impressed me is this: That the two largest book buying forces are not working in as close harmony as they should be. The papers presented by Miss Massee and Mr. Dudgeon give us a number of things to think about. Miss Massee spoke with an air of finality when she suggested that certain things were going to come to pass. Whether she spoke to us from a knowledge of the facts, or as a prophecy, I know not. But there may be something back of what she said that we know nothing about. It seems to me in any case that it is very important at this time to secure closer relationship between these two large forces, and I therefore beg to present the following resolution. I do this with full knowledge of the fact that there have been in the past committees that have worked on this same matter and failed to reach agreement.

[Reading] "Resolved that a committee of five be appointed, of whom the President shall be one, to confer with a committee of the American Library Association with reference to the relations between booksellers and libraries to the end that we may have a full knowledge of the facts pertaining to costs, discounts, and the expenses of doing library business, and any other information that they may consider it advisable to bring to us as a result of their investigation and of their subsequent conferences.

[On motion the Resolution was adopted.]

THE CHAIRMAN: Mr. Shoemaker suggested that he had hoped that we would in some way endorse the methods and plans of the Co-operative Bureau. It seems to me that it would be a very wise thing to do.

I don't believe any more than the rest of you do that publishers' circulars do much good. I think lots of them are valueless. I think we get too many of them. It doesn't

make any difference what I think, however; it is what the majority think. Because you can do a thing in your town, it doesn't necessarily follow I can do the same thing in my town. But, at least we can all learn; and, if they want to co-operate with us, we surely want to co-operate with them. If we have a better method of circularizing our lists of customers, let us tell them so and they will adopt it, and I know will appreciate the suggestion.

MR. DOUBLEDAY: Speaking as a bookseller—I used to be a publisher and, as treasurer of the Co-operative Bureau, I had the pleasure of collecting from other publishers the sum of something between fifteen and twenty thousand dollars to run this Co-operative Bureau—I realize that we booksellers are liberal in our expenditures and advertising campaigns for books; but the publishers, I found in my experience, have to be very meager. It was very hard to collect that money. We have two or three thousand dollars of it left in the treasury now. If the booksellers are not interested in that association it is only fair to tell us so. If they don't want this literature that this Bureau is sending out, there are many publishers in it who are questioning whether they will go on with it. I think I am correct in saying, Mr. Shoemaker, that they wonder sometimes whether the booksellers have any enthusiasm for it. If you don't want it—if we don't want it, we booksellers—well, paper is very expensive. It costs double what it did six months ago, and so don't let us allow the publishers to spend all that good money. Let us in the next few minutes decide whether you want this thing or not. If you don't want it, if you don't want the Christmas list, don't let the publishers spend somewhere between five and six thousand dollars for it.

MR. BUTLER: Mr. Chairman, I would like to say to Mr. Doubleday that we appreciate every thing the Co-operative Bureau has done.

MR. DOUBLEDAY: But do you think it has done any good?

MR. BUTLER: I think it has done a great deal of good, and that booksellers the country over have endeavored to carry out its plans. Some thirty or forty thousand copies of that little monthly bulletin you issued were sent out by the different booksellers.

Such distribution shows co-operation and interest on the booksellers' part. We are all anxious to push our own businesses, but when you are doing business with a limited clientele, you have to be very careful that you don't overwork it. We don't want to stop circularizing, but we don't want to carry it to the extreme which we do now. How you will modify it and what shape that modification should take, I am not prepared to say. I think we could do the publishers a great deal of good and ourselves a great deal of good, if we could formulate some system or scheme to better that situation.

MR. CONOVER: I want to say that the literature that has been sent by the publishers to us has been patiently used with every statement we have sent out, and with every receipted

bill we have sent back, and we have yet to receive notice that any of it was unacceptable. Some circulars that come out are of interest only to certain people, to business men, or to ministers, and so forth, to men of certain classes. We don't send out all the circulars we get promiscuously. But they are especially helpful in keeping us posted regarding new books of a technical character, as well as a popular character. We try to lay such aside to send to the proper persons, and we get good results from doing it.

MR. HARCOURT: As Mr. Shoemaker explained yesterday, the Publishers' Co-operative Bureau is now contemplating what we call a "co-operative catalogue." Each publisher will probably be restricted to a certain number of titles that will represent the cream of his business. We will dress it up, say with a Christmas story by Irvin Cobb. Of such a catalogue, in England last year, the booksellers distributed a quarter of a million. We decided the other day not to do it, unless the booksellers would distribute fifty thousand of them. There is a definite proposition for you. Do you think it is a good thing?

MR. SCHENCK: I am very much interested in this proposition that Mr. Shoemaker suggested yesterday, and which Mr. Harcourt has just now presented again. A few years ago I broached the matter of a co-operative catalogue to Mr. Gardner, of the Publishers' Co-operative Bureau, and I am glad that they have decided to try them out. We have found it a very difficult thing for some years to distribute holiday catalogues to our own advantage, and to what, it seems to me, is the advantage of the publisher. The catalogues are very attractive, but they are also very expensive. They represent a large investment. It has always seemed to me too bad to have them wasted. Yet I have been aware that many of them were wasted, not by our carelessness but by the fact that they are so bulky that many customers decline to read them. When we send them to their homes they say: "That is a nice bunch of catalogues you sent me," but they fire them right into the waste basket. Their bulk was so great that they simply wouldn't spend the time to look them over. They presented a problem to me that it seems ought to be solved by the booksellers and publishers in co-operation. I believe that the co-operative catalogue proposed by the Publishers' Co-operative Bureau would be more effective and would result in larger returns than the present distribution of individual holiday catalogues. I believe this suggestion will meet with hearty response from the publishers and booksellers.

MR. BUTLER: I don't want to take up too much time, but I think you may be interested to know some things we have done in connection with circularization and distribution of catalogues. By a very careful analysis and investigation of our delivery system I have arrived at the conclusion that we could best distribute one thousand envelopes a day. Those envelopes were about octavo size, specially printed on the outside: "Examine the contents

of this envelope. You will be greatly interested by its contents." In that envelope we placed circulars from the publishers, to the number of five or ten or fifteen. For many months we sent out on an average of a thousand a day of those catalogues, or, rather, of those envelopes of catalogues. Undoubtedly it did us a great deal of good, but unfortunately, it was very expensive. In addition to that, during the holidays we sent out envelopes containing anywhere from one to twenty catalogues of all publishers. That also was an expensive operation, but we found it paid. There are some in the trade who are endeavoring in every way to co-operate with the publishers. I believe that many booksellers would co-operate along similar lines.

MR. LEWIS: As to whether or not it was worth while to continue issuing this matter issued by the Publishers' Co-operative Bureau, I don't suppose we can tell as a body unless we take a vote, but perhaps that would be the right thing to do, to express our appreciation if nothing more.

[A motion to that effect suggested by Mr. Lewis was seconded.]

MR. LEWIS: It is to be taken for granted that the booksellers voting do properly use this literature, and that if so properly used that it pays. Voting yes on this question, in other words, indicates that those so voting are conscientiously using this literature.

MR. SHOEMAKER: May I suggest that in this motion you simply express your appreciation of the efforts of the Bureau to further the interests of the bookseller, and to interest the readers and buyers of books. But what we especially want, and what my paper calls for, is some tangible suggestion from the booksellers to the Bureau as to what the Bureau might do to help them sell more books.

MR. LEWIS: You misunderstood my motion altogether. My suggestion is that by this vote we express our belief in the effectiveness of this kind of co-operation, and encourage the publishers to continue. They must realize that we appreciate what they are doing. They want to know whether we believe in this kind of co-operation, so that they will know whether it pays to continue it.

[The motion was carried.]

THE CHAIRMAN: If I remember rightly, one of the things they want to know something about, is this co-operative catalogue, just how much attention the booksellers will pay to it and its proper distribution. They don't want to go into it too deep owing to the great increase in the cost of paper and labor, and a lot of other things.

MR. DOUBLEDAY: These cost double what they did last year. I suppose every house spends from three to seven thousand dollars a year apiece on its one Christmas catalogue: this year it will cost them from six to fourteen thousand to do the same thing. The question is whether that money cannot better be used by some co-operative method, or the expense cut down. I suppose we all realize that booksellers have got to pay the publishers their money so that they can live, and that if



they don't, they won't get any books from them, and won't have any place to send their money to.

MR. W. K. STEWART: This Co-operative Bureau that Mr. Doubleday speaks of does not embrace all the publishers. I would be very glad if it did. But, I would not circularize or send out an incomplete catalogue, leaving out three or four of the most important publishers.

MR. HERR: Why cannot all of the various agencies get together? At present the PUBLISHERS' WEEKLY gets out its *Christmas Bookshelf* and two or three other people get out something, and after that each publisher gets out something of his own—why don't they all get together and get out one book that will cover the whole business? Settling on one thing will solve the question of distribution for the dealers.

Another thing: last year I had eight or ten Christmas catalogues come flying in at the end of November. How could I get them out? Why, I had holiday catalogues come in the second week before Christmas. That is too late. You publishers should get your Christmas advertising out in November. Why cannot your Bureau get together with the PUBLISHERS' WEEKLY and with the other agencies that get out bookselling literature. Why not throw all the money into one thing and make a big splash instead of making a lot of little splashes?

There was some suggestion of street car advertising done last year by the Bureau. It didn't reach our community, and I am curious to know whether it was effective. Personally, I believe that street car advertising should be a very good thing. It might be possible to work it all through the country. It might be a good business proposition to spend one lump sum of money that way. In my town we have from fifty to sixty miles of street car lines, and a hundred and seventy-five thousand population. That is worth while reaching with street car advertising.

I can see how a co-operative catalogue would be a good thing if all of these agencies put their money in together and made one big thing.

[Mr. Conover here raised a question regarding parcel post rates.]

THE CHAIRMAN: It has been suggested that it would be a good thing, if the Bureau were in earnest about this matter, as we know they are, to have a committee of retailers who could go once or twice a year to meet with the publishers in New York. In the meantime the committees of booksellers could circularize their friends and get all the information possible. In that way they could go to the Co-operative Bureau with some real facts, and we could see if during this coming year something really tangible could not be gained. I thought when it was put up to me that such a committee would be a good thing. I believe the Co-operative Bureau would welcome it.

MR. DOUBLEDAY: It would double the value of the Bureau, if you could do that. The pub-

lishers get together and work—and in the last three months we have spent hours and hours on this problem—but we don't know what the booksellers want. I would like to make a motion, as a bookseller, that the president appoint a committee of three to wait upon the Co-operative Bureau to try and arrange with them more efficient methods of distribution and advertising during the fall season of 1916.

[Motion carried. The committee, as appointed later by President Macauley, consisted of John J. Wood, Chairman, L. A. Keating, and V. M. Schenck.]

SECRETARY KEATING: I believe in everything that Mr. Herr says, except when he says something about Lancaster. He has boosted Lancaster several times, but I have passed through there several times and never saw anything except a fair ground. Now he says there are a hundred and seventy-five thousand people in Lancaster. [Laughter.] But I do want to agree with Mr. Herr in what he said with reference to the co-operative Christmas catalogue. There seems to be some division of opinion among you on this point. I think, however, we should endorse the project. I think it is one of the most helpful suggestions we have had. It will do away with the individual Christmas catalogues of these sixteen or eighteen publishers who do co-operate, and with all of that co-operation and with all the brains that will be put into it, it ought to be much enhanced in attractiveness.

Now, I want to say another thing. I don't believe in spending all the money on a new book in the first six weeks of its life. It is all right to welcome a new-born babe with a blare of trumpets and with a very large amount of advertising space in the newspapers; but we booksellers don't want all the space to be used in such a short period. I notice that some of our publishers are getting wise to the fact that the same ad repeated many times is a great deal better than a big display that expires with one great blare. Mr. Doubleday's recent system of advertising in the *New York Times* and re-printed in the PUBLISHERS' WEEKLY is a case in point. I thought that admirable advertising; it fitted in with the theory I had had for a long time, that if the publishers would use smaller space, and use it often, with some distinguishing mark by which the general public would know, by and by, that this particular ad. in the paper represented a certain publisher, that that advertising would carry a great deal more weight than the book advertising we have been used to. Another thing: most of the book advertising is placed on the book-review page of the newspaper. I presume that there are a number of people that fail to look at the book page, just as I fail to look at the sporting page and financial page. In other words the advertising that appears on the book pages reaches only book readers. If we could get the large publishers to split their advertising up into smaller units, to have it more continuous, and to shift it throughout the newspapers they use, I think it would be a great deal more effective.

THE CHAIRMAN: It has been our custom to bunch a lot of circulars together in an envelope. We probably don't do the thing as nicely as Mr. Butler does, and we have people coming to us and saying, "Don't send us those circulars." Ofttimes we send out a bunch as thick as that [indicating two inches]. But we do find that, if our customers are particularly interested in any particular thing, and we send to them what they are interested in, it pays.

I would like to have an expression of opinion about this publishers' catalogue. The publishers would like to know if we favor such a thing. Will any of you use it or won't you use it? I think that is what they want to find out. Is that it, Mr. Shoemaker?

MR. SHOEMAKER: That is right.

MR. FULLER: Can they tell us what it will cost us?

MR. SHOEMAKER: I am under the impression that it will cost somewhere between two and five cents.

THE CHAIRMAN: That is, the retailer will pay you somewhere from two to five cents a copy?

MR. SHOEMAKER: Yes, sir, I think probably about three cents a copy.

MR. HUTCHINSON: It would seem to me that this catalogue would be very much better advertising for us than to have a lot of individual catalogues. Of course, we all know that the catalogues now all contain a lot of old books that we are not interested in. This combined catalogue would cut a lot of those things out. We don't want to make it too large. We tried to distribute the PUBLISHERS' WEEKLY's Christmas number, but found it too large. Then we tried to send selected catalogues, but the last two years they have come in so thick and fast that we have not been able to do that.

MR. MCCARTHY: A great many customers of ours—and possibly all of you have similar buyers—want to see the publications of the Houghton Mifflin Company, or of the Macmillan Company, or of Harper's and so forth. Now you can not, by any accumulative catalogue, or combined catalogue, present that information to them. The method which is now suggested is faulty in that respect; it does not give them what they want. To my mind it is better, at least, for my particular clientele, to be able, when they request it, to hand them Harper's catalogue or Doubleday, Page & Company's catalogue, or Macmillan's or Houghton Mifflin Company's. They know them as the great publishers of the country. When we have given them the catalogues of a few large concerns like those mentioned they know that we have given them the cream of the publications of the Christmas season.

With all deference to the Co-operative Bureau, we wouldn't get the same results out of a co-operative catalogue, because it would not convey the information to people that they are looking for. Personally, I should very much dislike to see the holiday lists of the publishers done away.

MR. CONOVER: Our experience has varied a little bit. We have found the PUBLISHERS' WEEKLY's *Christmas Bookshelf* very helpful. We distribute it by a boy who goes with it to the house and leaves it, not on the porch but with the person there. We also have delivered the best individual Christmas catalogues like Harper's, Houghton Mifflin's and so forth, in the same way, right into the hands of the people themselves. We get good results. I would not do without the PUBLISHERS' WEEKLY's *Christmas Bookshelf* for anything. I will, however, agree now to take one hundred copies of your co-operative catalogue and I will distribute them in the same way.

MR. MCCARTHY: I would be very glad if Mr. Ticknor, of the Houghton Mifflin Company, would say a few words to us.

MR. TICKNOR: I don't think I have anything special to say. I will be glad to answer any question, but I don't want to waste the convention's time with mere talk.

MR. MCCARTHY: Would you give us the benefit of your experience with this particular question before us?

MR. TICKNOR: We are members of the Bureau, and, naturally, we are working with them.

MR. DOUBLEDAY: I would like to ask Mr. Ticknor a question: How does he get such big prices for his books? [Laughter.]

MR. TICKNOR: I think that is out of order. However, I can answer that in one word: "Quality." [Laughter and applause.]

MR. LEWIS: While I recognize the disadvantage that Mr. McCarthy has spoken of in losing the individuality of the separate lists, I see much greater advantages in such an accumulative list as was suggested in Mr. Shoemaker's paper and I should be very glad to see the proposition put through.

MR. GILL: The difficulty I see is to get each of these large publishers to limit their lists sufficiently to get them into one book, and yet be still as representative as we want them to be. All of the larger houses will have to eliminate from their lists much material that they would put in otherwise. If this proposed catalogue volume were limited to children's books or strictly holiday books, I can see that it might be gotten into a reasonable sized volume. Perhaps Houghton Mifflin, Harper's and other people, like Scribner's, would be willing to cut down their catalogues enough so that all of the publishers' lists could be gotten together in one volume.

THE CHAIRMAN: Didn't I understand this was to be entirely for Christmas books?

MR. DOUBLEDAY: We were thinking about a Christmas catalogue. The conditions which prevailed last year are absolutely changed this year; it costs twice as much to do the same thing. I think you will find that the publishers will cut down their own catalogues, the number of pages and of items.

MR. GILL: We all want to save money. Take imprinted circulars. Booksellers could render a distinct service to the publisher by using



judgment and care in ordering imprinted slips. Everyone of us ought to stop and think what these circulars cost. If we did that we wouldn't order five thousand copies of one, where we couldn't possibly use more than two hundred and fifty. There has been an immense waste in that respect. There are some books, the sales of which would be so limited in each locality, that it would be better for the local dealer to send for the number of circulars he wants, and then use a rubber stamp on them, rather than to compel the publishers to print his name on them. I venture to say that during the holidays many of you have gotten thousands of circulars, only to find after the holidays a lot of those lists lying around just wasted. That waste could be eliminated, if the retail bookseller would limit his request and not ask for more than he can use. That criticism applies in a good many instances to the publishers themselves. I was surprised to find, last year, that I had received in one day five different communications from one house, and they had put the same circular in each communication. That was a pure loss, because one circular would have done as much as the whole five did.

MR. CONOVER: I would also like to call your attention to Mr. Herr's suggestion that these catalogues should be issued in November, not in December.

THE CHAIRMAN: Is there anything else you want to say, Mr. Shoemaker?

MR. SHOEMAKER: We feel that the efforts of the Bureau here are not wasted, but are appreciated. If this committee will confer with the Bureau it will be exactly what we want.

MR. GILL: I was asked to say a word with reference to co-operation between libraries and booksellers. For two or three years past we have been in very close conference with our city libraries as well as our state librarian. About Christmas time our city librarian has made a display of juvenile books, particularly for the holiday trade. We have assisted him with stock so that he had a very fine display of children's books. The announcements stated that the people could go and make up their selections at the library, and that they could get the books at the bookstores. We frequently confer with the library people, and they frequently confer with us. In particular instances they have asked us not to stock a particular line of books, and if we have had to say that we couldn't do that because the books were in general demand, they have listened to us. We have found that our co-operation with our librarian has been of distinct advantage both to us and to the library.

We recently fixed up a room in which we display children's books and we invite the children to come in and look over the books on Saturdays. Every book in that room has been recommended as a suitable children's book in co-operation with the city librarian. We have received much benefit from that recommendation, as well as convincing the librarian that we were anxious to co-operate with them in every way that we could.

MR. TAYLOR: We have the same co-operation in New York.

THE CHAIRMAN: We do that at Christmas time. We have five exhibitions in libraries in Cleveland, and we have one of our people go there and talk in the afternoon and the evening.

I want to express my appreciation of the efforts that have been put into the work, and of the way you have stood by me for the last two years. I have done the best I could and I bespeak your heartiest co-operation and support to the new administration. You have given me support in everything that has been undertaken. You have answered my communications, and when I appealed to you for publicity on this convention, every single man answered with a letter. That same spirit, I am sure, will go with you during this year, so that when we meet at our next convention in Boston next May we may have, not a hundred and ninety present, but two hundred and fifty. We see bigger and brighter things ahead of us. We are not looking down on the book business, we are looking up to it as a profession. We are going to learn something during this coming year, so that we can run our business better, be better business men and women. Sometimes, it is said we are dreamers. Well, the world needs dreamers. Sometimes out of these dreams come visions that materialize into great things. Give to the support of your administration all that there is in you. When they make a call on you, answer them, and, when the time comes to go to Boston for our convention next year, not only go yourself, but see that somebody else in your own town who has not attended this convention goes along with you.

I want again to thank you for what you have done, for the way you have stood by me. I appreciate it.

MR. HUTCHINSON: The retiring president has just said what I intended to say. I move you, gentlemen, that a vote of thanks be tendered to President Wood for the able and impartial manner in which he has presided over the meetings of this Association.

[Motion unanimously carried.]

The convention adjourned.

#### THE BANQUET.

The banquet of the convention, at the Congress Hotel, Thursday night, provided a fitting close to the three days' sessions.

Wilbur D. Nesbit of Chicago was toastmaster and the formal list of speakers included Emerson Hough, the author, James Keeley, the Chicago newspaper publisher, Maria

Thompson Daviess, whose books are known to every bookseller, and ex-senator Albert J. Beveridge. But, besides these a number of other literary people sat at the guest table and, of them, Jas. W. Foley, the western poet, Edna Ferber, Lillian Bell, and Opie Reed responded to impromptu toasts.

## THE MENU

Canapé Model 1916  
 Celery Olives Almonds  
 Consommé Royal  
 Individual Planked Whitefish Congress  
 Pommes Duchesse  
 Whole Saddle of Spring Lamb  
 a La Broche  
 Sorbet Fresh Mint  
 Peas a La Francaise  
 Supreme of Chicken Colbert  
 Salade Lorenzo  
 Bombe a La Carmen  
 Petit Fours Mignardises  
 Assorted Cheese  
 Café  
 Wines a La Carte Clysmic

## THE ATTENDANCE.

ROLL OF THOSE PRESENT AT 16TH ANNUAL CONVENTION. MEMBERS' NAMES ARE STARRED.

## A.

Adams, M. E., Western Book & Stationery Co., Chicago.  
 Anderson, Mrs. E., Carson-Pirie-Scott, Chicago.  
 \*Anderson, R. S., Chicago.  
 \*Anderson, Robt. G., G. P. Putnam's Sons, N. Y. C.  
 Anderson, Ruth I., R. S. Anderson Co., Chicago.  
 Anderson, W. R., P. F. Volland & Co., Chicago.  
 \*Arnold, W. H., Syndicate Trading Co., N. Y. C.  
 Ashfield, E., Marshall Field & Co., Chicago.  
 Ayers, C. H., American News Co., N. Y. C.

## B.

\*Baker, Harris W., G. & C. Merriam Co., Springfield, Mass.  
 Barnes, W. L., C. M. Barnes Co., Chicago.  
 \*Barnhart, H. C., York, Pa.  
 Barnhart, Mrs. H. C., York, Pa.  
 \*Barse, W. J., Barse & Hopkins, N. Y. C.  
 Barse, Mrs. W. J., Barse & Hopkins, N. Y. C.  
 Bell, J. A., John Lane Co., N. Y. C.  
 Berger, K. G., Presbyterian Board, Cincinnati.  
 Bethune, Marion, Western Book & Stationery Co., Chicago.  
 Blessing, W. P., Presbyterian Board, Chicago.  
 Bockstanz, Miss Freda, Marshall Field & Co., Chicago.  
 Bray, J. E., A. C. McClurg & Co., Chicago.  
 Brayton, Frank E., Joliet, Ill.  
 \*Brennan, Frank, Chicago.  
 Brennan, M. B., Carson-Pirie-Scott, Chicago.  
 \*Brentano, Arthur, Brentano's, N. Y. C.  
 Brewer, S. E., Western Book & Stationery Co., Chicago.  
 Brewster, E. F., Western Book & Stationery Co., Chicago.  
 \*Browne, H. S., *The Dial*, Chicago.

Browsky, Miss, Western Book & Stationery Co., Chicago.  
 Burkhardt, Chas. A., E. P. Dutton & Co., N. Y. C.  
 \*Burt, Harry P., A. L. Burt Co., N. Y. C.  
 Burns, Marcella, Marshall Field & Co., Chicago.  
 \*Butler, Chas. E., Brentano's, N. Y. C.  
 \*Butterfield, S., Smith & Butterfield Co., Evansville, Ind.

## C.

\*Carlson, A. G., Moline, Ill.  
 \*Carlton, M. E., Flint, Mich.  
 Carpenter, Mrs. S., Western Book & Stationery Co., Chicago.  
 \*Cary, Luther H., Pilgrim Press, Boston.  
 \*Chambers, D. L., Bobbs-Merrill Co., Indianapolis, Ind.  
 \*Chapman, E. O., *Bookseller, Newsdealer & Stationer*, N. Y. C.  
 \*Clarke, Bates E., Beecher-Kymer-Patterson Co., Kalamazoo, Mich.  
 Clarkson, D. B., D. B. Clarkson Co., Chicago.  
 Clarkson, F. F., Chicago.  
 Clinch, F. A., D. Appleton & Co., N. Y. C.  
 \*Coe, Louis J., Springfield, Ill.  
 Coe, Mrs. L. J., Coe Bros., Springfield, Ill.  
 \*Cole, C. S., The O. T. Johnson Co., Galesburg, Ill.  
 \*Collier, J. Roy, Allen Book & Printing Co., Troy, N. Y.  
 Collins, Miss F., A. C. McClurg & Co., Chicago.  
 Conner, Philip, P. F. Volland & Co., Chicago.  
 \*Conover, Seeley, Amsterdam, N. Y.  
 Cooke, Katharine, Open Court Publishing Co., Chicago.  
 Cooper, Miss E., Marshall Field & Co., Chicago.  
 Corrigan, J. W., G. H. Doran Co., N. Y. C.  
 Coussens, G. W., A. C. McClurg & Co., Chicago.



\*Cowper, Virginia S., Wanamaker's, N. Y. C.  
 Cox, H. L., P. F. Volland & Co., Chicago.  
 Cox, Walter H., Wanamaker's, Philadelphia.  
 Crowder, J. L., Chicago.  
 Cummings, Miss, Elder & Johnson Co., Dayton, Ohio.  
 Cuthbertson, Thos., Macmillan Co., N. Y. C.

## D.

Danielson, Miss D., A. C. McClurg & Co., Chicago.  
 \*Darrow, Whitney, Princeton University Press, Princeton, N. J.  
 \*Daughaday, C. C., Chicago.  
 \*Davis, W. M., Forsyth & Davis, Kingston, N. Y.  
 \*Deaton, G. H., W. K. Stewart Co., Indianapolis.  
 \*Dexter, Chas. S., Western Book & Stationery Co., Chicago.  
 \*Dickerson, Frank W., Estate of L. J. Wright, Lockport, N. Y.  
 \*Dickerson, Wm. T., Thos. Nelson & Sons, N. Y. C.  
 Dignan, F. W., La Salle Extension University, Chicago.  
 Donohue, John W., Chicago.  
 Donohue, W. F., Chicago.  
 \*Doubleday, F. N., Doubleday, Page & Co., Garden City, N. Y.  
 Douglass, Donald, Univ. of Chicago Press, Chicago.  
 Dwelle, Mrs. Grace, Marshall Field & Co., Chicago.

## E.

Edmondson, Mrs. Ida M., Marshall Field & Co., Chicago.  
 Eerdmans, Wm. B., Eerdmans-Sevensma Co., Grand Rapids.  
 Enright, A., Western Book & Stationery Co., Chicago.  
 Erickson, J. E., A. W. Shaw, Chicago.  
 \*Estabrook, Joseph J., Hochschild-Kohn & Co., Baltimore, Md.  
 \*Everett, Walter C., Denholm-McKay Co., Worcester, Mass.

## F.

Feitskog, A. E., Reilly & Britton Co., Chicago.  
 Fenno, R. F., N. Y. C.  
 Finley, F. C., Presbyterian Board, Chicago.  
 Flanagan, C. H., Rand, McNally & Co., Chicago.  
 Follett, Chas., C. M. Barnes Co., Chicago.  
 Fritze, Miss Mabel, Western Book & Stationery Co., Chicago.  
 \*Fuller, Richard F., Old Corner Book Store, Boston, Mass.  
 \*Furlong, R. L., Jordan & Co., Chicago.

## G.

Garland, Frank D., University of Illinois Supply Store, Champaign, Ill.  
 \*Geer, George, Bobbs-Merrill Co., Indianapolis.  
 Gelder, T. T., National Publishing Co., Philadelphia.  
 \*Gibbons, F. C. H., C. A. Nichols Co., Springfield, Mass.

\*Gibson, Robt. J., Presbyterian Bookstore, Pittsburgh.  
 Giebel, O., A. C. McClurg & Co., Chicago.  
 \*Gill, J. K., Portland, Ore.  
 Ginty, Miss T., Carson-Pirie-Scott, Chicago.  
 \*Gnahm, E. C., Burlington, Iowa.  
 Goodwin, J. E., Rand, McNally & Co., Chicago.  
 Goodwin, Miss, Western Book & Stationery Co., Chicago.  
 \*Gould, H. A., A. C. McClurg & Co., Chicago.  
 Graham, V., Marshall Field & Co., Chicago.  
 \*Grauer, Christopher G., Otto Ulbrich Co., Buffalo, N. Y.  
 Gray, E. S., Forbes, & Co., N. Y. C.  
 Gray, W. A., Forbes & Co., Chicago.  
 \*Greene, Jos. F., Little, Brown & Co., Boston, Mass.  
 Greene, Mrs. Josephine, Marshall Field & Co., Chicago.  
 Gruide, Miss A., A. C. McClurg & Co., Chicago.

## H.

Hadley, W. B., Funk & Wagnalls Co., N. Y. C.  
 Haile, K. M., Carson-Pirie-Scott, Chicago.  
 \*Hale, E. M., Eau Claire Book & Stationery Co., Eau Claire, Wis.  
 \*Harcourt, Alfred, Henry Holt & Co., N. Y. C.  
 Hauser, L. O., W. A. Wilde Co., Chicago.  
 Havill, M., Carson-Pirie-Scott, Chicago.  
 \*Henry, Miss Mayme M., A. Herz, Terre Haute, Ind.  
 \*Henry, Ralph B., Carson-Pirie-Scott, Chicago.  
 \*Herr, Eugene L., L. B. Herr & Son, Lancaster, Pa.  
 Hiatt, Herbert, Marshall Field & Co., Chicago.  
 \*Higgins, E., Boston Store, Milwaukee, Wis.  
 Hill, Duke, Montgomery Ward & Co., Chicago.  
 Hill, J. W., Presbyterian Board, Chicago.  
 Hinchey, J., Marshall Field & Co., Chicago.  
 Hirschenfeld, Miss N., A. C. McClurg & Co., Chicago.  
 Hitchens, B. F., J. C. Winston Co., Chicago.  
 \*Holden, John A., PUBLISHERS' WEEKLY, N. Y. C.  
 Hood, F. R., Baker & Taylor Co., N. Y. C.  
 Hull, Harry F., and wife, Moffat, Yard & Co., N. Y. C.  
 Hutchinson, Miss C., Marshall Field & Co., Chicago.  
 \*Hutchinson, Henry S., New Bedford, Mass.  
 \*Hyke, Edwin I., Stix-Baer-Fuller Co., St. Louis, Mo.

## J.

Jacobs, M., H. S. Crocker Co., San Francisco.  
 \*James, D. L., U. P. James, Cincinnati, Ohio.  
 Jansky, A. J., Chicago.  
 Jasper, T. A., A. L. Burt Co., N. Y. C.  
 \*Jillson, D. S., Association Press, N. Y. C.  
 Johnson, Beatrice D., Presbyterian Board, Chicago.  
 Johnson C. A., Western Book & Stationery Co., Chicago.  
 \*Johnson, W. H., W. B. Read & Co., Bloomington, Ill.  
 Johnston, Mrs. B. M., Houghton Mifflin Co., Chicago.

## K.

- \*Keating, L. A., Frederick Loeser & Co., Brooklyn, N. Y.  
 \*Keller, John E., Pettis Dry Goods Co., Indianapolis, Ind.  
 Kemp, J. C., Joseph Horne Co., Pittsburgh.  
 Ketcham, E. C., Grosset & Dunlap, N. Y. C.  
 \*Kidd, John G., Stewart & Kidd Co., Cincinnati, Ohio.  
 \*King, T. B., E. Higgins Co., Grand Rapids, Mich.  
 Koehler, David, Blackwell-Wieland Co., St. Louis.  
 Korbel, Chas., Oxford University Press, N. Y. C.  
 \*Korner, H. V., The Korner & Wood Co., Cleveland, Ohio.  
 Krekau, Chas. L., Australian News Co., Sidney, Australia.  
 \*Kroch, A., Kroch & Co., Chicago.

## L.

- Lapham, R. P., Reilly & Britton Co., Chicago.  
 \*Lauriat, C. E., Jr., C. E. Lauriat & Co., Boston, Mass.  
 \*Law, A. S., James & Law, Clarksburg, W. Va.  
 Lazarus, P. T., The Fair, Chicago.  
 Lee, G. J., Western Book & Stationery Co., Chicago.  
 \*Lewis, Walter S., Strawbridge & Clothier, Philadelphia.  
 Linebarger, Paul, Milwaukee.  
 \*Lippincott, Jos. W., J. B. Lippincott Co., Philadelphia.  
 \*Littlejohn, J. W., Rand, McNally & Co., Chicago.  
 Livingston, I., Marshall Field & Co., Chicago.  
 \*Lloyd, C. L., D. H. Lloyd, Champaign, Ill.  
 Lundeen, E. P., Rockford Supply House, Rockford, Ill.  
 Lusk, Mrs. M. B., Carson-Pirie-Scott, Chicago.

## M.

- \*Macauley, Ward, Detroit, Mich.  
 McBridge, Miss N., Marshall Field & Co., Chicago.  
 McCann, J. A., Hearst's International Library Co., N. Y. C.  
 McCarthy, C. B., A. C. McClurg & Co., Chicago.  
 \*McCarthy, Nathaniel, Minneapolis.  
 \*McClellan, F. G., McClellan's Bookstore, Macomb, Ill.  
 McCormick, J. W., Western News Co., Chicago.  
 McIntosh, Wm. W., Oxford University Press, N. Y. C.  
 \*McKee, W. V., J. V. Sheehan Co., Detroit, Mich.  
 Mackey, A. M., Chicago.  
 \*McNally, Fred. L., Rand, McNally & Co., Chicago.  
 McNally, James, Rand, McNally & Co., Chicago.  
 McNamara, J. G., Chicago.  
 Maginnis, Miss H., A. C. McClurg & Co., Chicago.  
 Mahoney, Mrs. Bertha, Women's Educational & Industrial Union, Boston.

- \*Matthews, Mrs. W. R., Omaha.  
 \*Medcalf, D. K., Scrantom, Wetmore & Co., Rochester, N. Y.  
 \*Melcher, Frederick G., W. K. Stewart Co., Indianapolis.  
 Miles, Helen, Marshall Field & Co., Chicago.  
 Miller, Chicago University Press.  
 \*Miner, W. C., Macomb, Ill.  
 Moe, Andrew T., Zion City, Ill.  
 Moore, Agnes, Western Book & Stationery Co., Chicago.  
 \*Morris, Mrs. A. S., J. L. Hudson Co., Detroit, Mich.  
 \*Morris, Frank M., Morris Book Shop, Chicago.  
 Morris, Judson B., A. C. McClurg & Co., Chicago.  
 \*Moseley, H. L., Moseley Book Co., Madison, Wis.

## N.

- Newhouse, Miss L., Carson-Pirie-Scott, Chicago.  
 Newton, G. W., Marshall Field & Co., Chicago.  
 Norton, F. W., International Book & Stationery Co., El Paso, Tex.  
 \*Nusbaum, M. H., Norfolk, Va.  
 \*Nye, D. W., Doubleday, Page & Co., Garden City, N. Y.

## O.

- \*O'Connell, D. J., Funk & Wagnalls Co., N. Y. C.  
 \*Oliver, W. H., Independence, Iowa.  
 Oller, R., Marshall Field & Co., Chicago.  
 \*Ottenheimer, I., Baltimore, Md.  
 Owens, Miss Alta, Chicago.

## P.

- \*Parker, Wm. A., Eau Claire Book & Stationery Co., Eau Claire, Wis.  
 Parker, Mrs. Wm. A., Eau Claire, Wis.  
 Patterson, Miss J. S., Carson-Pirie-Scott, Chicago.  
 Pfleger, C., A. C. McClurg & Co., Chicago.  
 Porter, Miss M., Marshall Field & Co., Chicago.  
 Price, Bertha E., W. M. Milner Co., Toledo, O.  
 \*Price, Geo. V., M.D., Harper & Bros., N. Y. C.

## R.

- Ralston, Miss H., Western Book & Stationery Co., Chicago.  
 Ramsay, Wm., Marshall Field & Co., Chicago.  
 Rasmussen, Miss, Marshall Field & Co., Chicago.  
 \*Reed, W. R., New Brunswick, N. J.  
 Rehnquist, C., Marshall Field & Co., Chicago.  
 Reid, E. L., Carson-Pirie-Scott, Chicago.  
 Reid, L., Marshall Field & Co., Chicago.  
 \*Reilly, F. K., Reilly & Britton Co., Chicago.  
 \*Revell, F. H., Jr., Fleming H. Revell Co., N. Y. C.  
 Reynolds, Chas. W., P. F. Volland & Co., Chicago.  
 \*Reynolds, E. W., Book Supply Co., Chicago, Pittsburgh, Pa.  
 \*Rider, Fremont, PUBLISHERS' WEEKLY, N. Y. C.



Ritchie, K. S., *Review of Reviews*, N. Y. C.  
 Ritter, C. V., Madison-Elliott Co., Chicago.  
 Robinson, W. A., Brethren Publishing House, Elgin, Ill.  
 Rodin, Miss C., Marshall Field & Co., Chicago.  
 \*Roe, Chas. M., Standard Publishing Co., Cincinnati.  
 Rockwell, F. S., A. W. Shaw Co., Chicago.  
 \*Rowell, W. C., H. W. Wilson Co., White Plains, N. Y.  
 Ryan, Thos. W., A. C. McClurg & Co., Chicago.  
 Ryerson, O. R., A. C. McClurg & Co., Chicago.

## S.

\*Sanders, C. W., St. Paul Book & Stationery Co., St. Paul, Minn.  
 Sanford, W. J., W. A. Wilde Co., Chicago.  
 Sargent, E. T., A. C. McClurg & Co., Chicago.  
 \*Saunders, Henry, Oneonta, N. Y.  
 \*Scaife, R. L., Houghton Mifflin Co., Boston, Mass.  
 Schenck, V. M., Pilgrim Press, Chicago.  
 Schlamm, E. D., Boston Store, Chicago.  
 \*Seiler, A. G., N. Y. C.  
 \*Sergel, Chas. H., Chicago.  
 Sevens, L. O., A. C. McClurg & Co., Chicago.  
 Shepherd, W. O., J. C. Winston Co., Chicago.  
 \*Shoemaker, Chas. C., Penn Publishing Co., Philadelphia.  
 Skinner, John N., The Dayton Co., Minneapolis.  
 Smith, Miss L. O., Marshall Field & Co., Chicago.  
 Smith, Mrs. K., Marshall Field & Co., Chicago.  
 Smith, Paul G., *The Dial*, Chicago.  
 Smith, Mrs. W. M., Omaha, Neb.  
 Snyder, H. M., Dodd, Mead & Co., N. Y. C.  
 Spalding, Miss Lena, A. C. McClurg & Co., Chicago.  
 Springer, J. H., Presbyterian Board, St. Louis.  
 Spurr, Harry, Edinburgh, Scotland.  
 Stanton, John R., Chicago.  
 \*Stewart, W. K., Indianapolis, Cincinnati and Louisville.  
 Stoetzel, E., Marshall Field & Co., Chicago.

Sullivan, Miss M., Marshall Field & Co., Chicago.  
 Sunard, L., Western Book & Stationery Co., Chicago.

## T.

Tarflinger, Miss Grace, A. C. McClurg & Co., Chicago.  
 Termaat, T., Marshall Field & Co., Chicago.  
 Thomas, Mrs. M. C., Carson-Pirie-Scott, Chicago.  
 \*Thompson, Chas. C., Chicago.  
 \*Thompson, J. L., Chas. Scribner's Sons, N. Y. C.  
 \*Ticknor, B. H., Houghton Mifflin Co., Boston.  
 Toole, E., Carson-Pirie-Scott, Chicago.  
 \*Tracht, Fred H., Univ. of Chicago Press, Chicago.

## V.

\*Vaile, E. O., Jr., Rock Island, Ill.  
 Van Duym, A., Marshall Field & Co., Chicago.  
 \*Van Vliet, C. H., Whitman Co., Chicago.  
 \*Vaughan, L. B., F. J. Drake & Co., Chicago.  
 \*Volland, P. F., Chicago.  
 \*Voss, E. J., Longmans, Green & Co., N. Y. C.

## W.

Waffle, O. G., Marion, Iowa.  
 \*Warfield, G. F., Hartford, Conn.  
 Webster, W. H., Presbyterian Board, San Francisco.  
 Westberg, J. E., Harned & Von Maur, Davenport, Iowa.  
 Westbrook, R. S., P. F. Volland & Co., Chicago.  
 Wicker, Mrs. A. C., F. J. Drake & Co., Chicago.  
 Wikholm, Miss A., Marshall Field & Co., Chicago.  
 Wikoff, Mrs. Stella, Chicago.  
 \*Williamson, Miss Marguerite, L. S. Ayres Co., Indianapolis, Ind.  
 Wise, D. W., Marshall Field & Co., Chicago.  
 Wolf, E., Western Book & Stationery Co., Chicago.  
 \*Wood, John J., Burrows Bros. Co., Cleveland, Ohio.  
 Wolter, P., A. C. McClurg & Co., Chicago.  
 Wright, W. H., Little, Brown & Co., Boston.

## NEW PRICE MAINTENANCE BILL IN SENATE.

MR. BORAH introduced a new price maintenance bill into the Senate on May 15. The bill (S.5991), text of which we reprint below, will be seen to differ chiefly from previous bills in that it makes no provision for seasonal disposal sales, does not allow the manufacturer to exchange "similar articles not damaged, deteriorated or soiled" in case dealer wants to clean out damaged stock and manufacturer does not wish to buy back same, does not exclude libraries from its provisions, and provides that the Federal Trade Commission have access to manufacturers' books and be empowered to fix a fair price on an article in cases of doubt. This last (section E) is the most notable departure of the Borah bill. The bill is construed by friends of the

Stephens-Ashurt bill as a "back-fire" to pending price maintenance legislation. Complete text follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the "vendor," it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several states or with foreign nations, or in any territory of the United States or in the District of Columbia, or between any such territory or another, or between any such territory or territories and any state or the District of Columbia, or with a foreign nation

or nations, or between the District of Columbia and any state or states or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, that the following conditions are complied with:

(A) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture, or sale of any merchandise in the same general class in regard to the price at which the same shall be sold, either to dealers, at wholesale or retail, or to the public.

(B) Such vendor shall affix a notice to each article of commerce or to each carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public and the name and address of such vendor, and bearing the said trade-mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages, or other receptacles inclosing the same.

(C) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect to such article or articles of commerce to be covered by such contract of sale, and also, from time to time as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale and the uniform price of sale thereof to dealers at retail, from whatever source acquired, and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of \$10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers, according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other devise whatsoever.

(D) Any article of commerce or any carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (C). First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt, or a receiver of the business of such dealer shall have been appointed, provided

that such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer; or, second, if such article of commerce or contents of such carton, package, or other receptacle shall have become damaged, deteriorated or soiled: Provided, that such damaged, deteriorated, or soiled article shall have first been offered to the vendor by such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated, or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated, or soiled and that the price thereof is reduced because of such damage.

(E) And provided further, that the Federal Trade Commission of its own initiative may, or upon a petition in writing by a citizen filed with such commission shall, fix and establish a fair and reasonable price at which any article coming under the terms of this act shall be sold, and shall for the purpose have access to all records, books, papers, accounts, secret processes, and formulas of the proprietor, manufacturer, or producer of such article which said commission shall deem necessary in order to enable it to fix and establish such price; that a price once fixed and established shall not be raised or increased without the authority of the commission so to do; that anyone increasing the price over that fixed by the commission shall be punished by a fine of not more than \$1000 or imprisoned not less than six months, or by both such fine and imprisonment.

#### U. S. CHAMBER OF COMMERCE FAVORS PRICE MAINTENANCE.

THE results of the referendum conducted by the Chamber of Commerce of the United States on the question of price maintenance show that more than two-thirds of the members of the Chamber of Commerce favor legislation to permit the maintenance of resale prices under proper restrictions. The vote was 693 to 237. Forty-one States, Alaska, Hawaii, the District of Columbia, and the American Chamber of Commerce in Paris, France, were represented in the vote. The number of organizations actually voting was 354; each having from one to ten votes, according to their membership.

On the question of authorizing the Federal Trade Commission as the agency to prevent price cutting, a two-thirds majority was not secured, the vote being 549 to 289.

The questions put to the members were:

1. There should be Federal legislation permitting the maintenance of resale prices, under proper restrictions, on identified merchandise for voluntary purchase, made and sold under competitive conditions.



2. Federal legislation should take the form of an amendment to the Trade Commission act defining the conditions under which price cutting is an unfair method of competition and authorizing the Federal Trade Commission to prevent such price cutting in interstate and foreign commerce.

#### DATE SET FOR STEPHENS BILL HEARINGS

HEARINGS on the price maintenance bill introduced into the House by Representative Dan V. Stephens of Nebraska, will be held at the rooms of the House Committee on Interstate and Foreign Commerce in Washington at ten o'clock on May 30 (Decoration Day). Though no time limit has been set, it is thought probable that the committee will conclude the hearings within two or three days.

#### AUTHORS TO VOTE ON FORMING UNION

As the result of a vote of the council of the Authors' League of America on May 18, a referendum vote of the 1300 members of the league will be taken early in the fall on the question of the advisability of joining the American Federation of Labor. A special committee composed of Thompson Buchanan, the originator of the idea, Rex Beach, George Barr McCutcheon, George Barr Baker, Samuel Hopkins Adams, Walter Prichard Eaton, Leroy Scott, Jesse Lynch Williams, Ellis Parker Butler and Mary E. Wilkins Freeman, have been investigating the advantages of an affiliation with the American Federation of Labor, and it was after they had reported the matter favorably that the council decided to submit it to the membership of the league. No vote will be taken for six months and in the meantime a complete report of the pros and cons will be sent to each member.

The proposed authors' union is not planned specifically as a weapon against legitimate book publishers. It would however bring all its weight and all its influence derived through its association with the American Federation of Labor, to bear upon certain publishers who are said to indulge continually in shady practices at the authors' expense. Nor would the legitimate stage be materially affected in all probability. A big clean-up is contemplated, however, in the motion picture field. The camera men and mechanics employed in the motion picture business are affiliating themselves with the national labor body and through them the authors would, they claim, be enabled to strike the producer who indulges in unfair practices. One thing which the authors of scenarios are eager to force upon the buyers of scenarios is a royalty system based upon the actual earning power of a film rather than upon the amount which the producer receives for a film. In other words, they want royalties based on the retail price not the wholesale price of a film.

The younger members of the league are said particularly to favor the proposed union while certain of the older writers, notably Brander Matthews, are frankly opposed to the move.

#### N. Y. PHOTO-ENGRAVERS ABANDON SWEEPING PRICE SCALE INCREASE

AFTER subpoenas had been issued for witnesses to appear before the Grand Jury in New York City to investigate the legality under the anti-trust laws of the recently promulgated increased price scale on photo-engraving adopted by the Photo-Engravers' Board of Trade, and including most of the photo-engravers of the city, the board decided on May 16 to capitulate and to that end sent the following letter to District Attorney Swann:

"We, the undersigned officers and directors of the Photo-Engravers' Board of Trade of New York City, without in any way admitting that we or any of us have violated any provision of the Donnelly Anti-Trust Act, or any other law (but, on the contrary, entirely denying that we have done so), wish to say to you, without prejudice, that from this time on there will be open and free competition between each and every manufacturer of photo-engraving, and that each and every member of the Photo-Engravers' Board of Trade agrees (with the complete sanction of the Photo-Engravers' Board of Trade itself, and so far as the Board of Trade can bind its members) that he will neither in letter nor in spirit violate the Donnelly law or any portion thereof.

"We will give notice to our customers that the recent paper entitled 'Standard Scale of Prices' is immediately withdrawn.

"(Signed) Adolph Schuetz, Geo. M. Gill, Theodore Stendel, A. W. Morley, Chas. E. Sherman, H. L. Walker, Courtland Smith, Wm. Jay Colgan."

#### AUTHORS' LEAGUE HOPES TO STANDARDIZE BOOK CONTRACTS

LAST year the Authors' League of America appointed a special committee which conferred with various publishers regarding the possibility of standardizing contracts between publishers and authors of fiction. This year a new Committee on Book Contracts has been appointed, consisting of the following authors: Ellis Parker Butler, chairman, Rex Beach, George Barr McCutcheon, Jesse Lynch Williams, Leroy Scott, Burges Johnson, Ralph Henry Barbour, Woods Hutchinson, and Roger Foster. It is planned this year not to confine the activities of the committee to fiction alone and to this end the members of the above committee will become chairmen of smaller committees each of which will take up a special field such as fiction, juveniles, law books, medical books, text books, etc.

According to the secretary of the league, the purpose of the formation of the Committee on Book Contracts is not to force any particular contract upon the publishers but, with their help, to draw up a standardized contract form which will provide for all possible contingencies; the new contract form will thus be formulated on the basis that it is easier for an author in conference with his publisher to strike out irrelevant clauses than

it is for him under the present system to foresee all possible contingencies for which special clauses should be inserted.

# LOVING CUP PRESENTED TO FREDERICK A. STOKES ON 35TH ANNIVERSARY AS PUBLISHER.

ON May 10 Frederick A. Stokes completed his thirty-fifth year as a publisher. When he reached his office in the morning he found a loving cup filled with American Beauty roses on his desk. The cup was appropriately inscribed:—

To  
FREDERICK A. STOKES  
on his Thirty-fifth Anniversary as a  
Publisher  
from his associates  
and fellow-workers in  
Frederick A. Stokes Company  
1881—1916.

Accompanying the cup was a message signed by every one in the Stokes organization:—"To Mr. Frederick A. Stokes. Thirty-five years of successful publishing—the esteem and good will of all with whom you have had business dealings—the deep affection and unswerving loyalty of all who work with you in whatever capacity—the boundless good wishes of every one in your organization—these are a few of the facts we wish to emphasize in presenting you with this token of our love and high regard."

After his graduation from Yale in the class of '79 Mr. Stokes came to New York, where for two years he was associated with Dodd, Mead & Co. In 1881 he decided to strike out for himself and with Joel P. White founded the publishing house which is to-day the Frederick A. Stokes Co. In 1883 the firm became White, Stokes & Allen. Four years later Mr. Stokes purchased all the interests of his former partners, together with the good will of the business, the entire list, and the lease of the store at 182 Fifth Avenue, and in October of the same year took Horace S. Stokes, his brother, into partnership. In 1890 this partnership was dissolved by mutual consent and Frederick A. Stokes & Brother became the Frederick A. Stokes Co., under which style it has continued ever since. Mr. Stokes was president and George F. Foster, also a Yale man, who had been engaged in journalistic work, became secretary and treasurer. After Mr. Foster retired from business some dozen years ago Maynard A. Dominick became treasurer and William Morrow secretary.

Following a disastrous fire in the old Fifth Avenue store in 1890, the company took temporary quarters at 26 University Place and later removed to 27, 29 West Twenty-third Street, in the heart of the publishing district, which then included G. P. Putnam's Sons, Henry Holt & Co., E. P. Dutton & Co., and other firms. Two other removals, in 1899 to 5-7 East Sixteenth Street, and in 1906 to 333-341 Fourth Avenue, preceded the move to the present location at 443 Fourth Avenue.

One of Mr. Stokes' first publishing ventures was an American edition—the first—of Sir

John Suckling's poems. He introduced to the public a number of the younger American poets of the 'eighties and 'nineties, including Clinton Scollard, Walter Learned, Samuel Minturn Peck, John Vance Cheney and Frank Dempster Sherman. Among his early prose issues were W. O. Stoddard's "Lives of the Presidents of the United States" for young people, Joanna H. Mathews' series of books for girls, the *Handy Volume* series of standard authors, and Miss Maud Humphrey's books for children. The Frederick A. Stokes Co. has always devoted particular attention to art publications and beautifully illustrated books. Among its early publications of this sort were Mrs. C. E. Clement Waters' "Art Work for Beginners and Students," a series of "Flower Songs" by Gus B. Skelding, and "Bird Songs" after designs by Fidelia Bridges, of each of which nearly half a million copies are said to have been sold; its *Vignette Series*, comprising "Lucile," "Lalla Rookh," "The Princess," etc., various collections of etchings in portfolio representing nearly every American etcher of importance, a popular series of illustrated hymns, such as George Klinge's "Make My Way Thine," and other religious works, such as "The Pilgrim's Progress," "Imitation of Christ," etc. Such publications as its "Madonnas by Old Masters," "Venice," "Ideals of Beauty," proved very successful. There was also a series of facsimiles of water color sketches which included copies of original designs by Leon Moran, W. T. Smedley, Maud Humphrey, J. M. Barnsley, Mrs. J. Pauline Sunter, Charles H. Johnson and others.

Of recent years many splendid art books have been added to the Stokes list. There have been many new series of books on games such as the bridge books by R. F. Foster, such books as those in the well known *Chats* series which take up old furniture, coins and other hobbies. In the field of fiction, poetry, non-fiction the following are but a few of the names which have figured prominently on the Stokes list: Alfred Noyes, Gertrude Atherton, Gelett Burgess, Richard Dehan, Edna Ferber, Arthur Gleason, Agnes and Egerton Cawle, Olive Higgins Prouty, Harold Bindloss, Owen Johnson, Honoré Willsie, George Bird Grinnell.

## BOOK-TRADE ASSOCIATIONS.

### RETAIL BOOKSELLERS' AND STATIONERS' ASSOCIATION OF ILLINOIS ORGANIZED.

THE Retail Booksellers' and Stationers' Association of Illinois, the first state association of booksellers, was organized at an enthusiastic meeting in Peoria on May 2 and 3. The call for the meeting had been sent out by C. W. Follett, of 323 S. Wabash Avenue, Chicago, who has been elected secretary of the new association. Other officers are: George O. Wirtz, Monmouth, president; Clifford Lloyd, Champaign, vice-president; F. L. Coad, Galesburg, treasurer. The executive committee consists of Fred Greenwood, Chicago; W. R. Essicks, Decatur; Albert Varley, Chicago; W. H. Johnson, Bloomington; Irving MacOwan, Joliet.

Incidentally, in reporting these elections to



the PUBLISHERS' WEEKLY, the secretary of the new association says: "How any live book-seller can reach his greatest degree of efficiency without being a subscriber to the PUBLISHERS' WEEKLY is more than I can see."

#### OBITUARY NOTES.

SOLOMON RABINOWITZ, widely known as "the Jewish Mark Twain" and the author of more than twenty volumes of plays, novels, poems and sketches, all of which were published under his nom de plume, "Sholem Aleichem," died in New York City from chronic nephritis on May 13. He was in his fifty-eighth year. "Sholem Aleichem" was the worthy successor of Abramowitz, who wrote and died in Russia, and was the greatest of all Yiddish authors. He was born in Peresjaslow, near Poltava, in Russia, and commenced writing while very young. He first wrote in Hebrew, afterward translating his works into Russian and Yiddish. He was a prolific and versatile writer, and twenty volumes of his works were published in Warsaw. Many of these were translated into German, and one "Stempeniou," was translated into English and published in London. In addition to his published works, he left ten volumes of manuscripts. Rabinowitz first visited this country eight years ago and returned here in December, 1914, after being arrested in Berlin and deported from the country.

#### PERIODICAL NOTES

OWING TO LACK OF SUFFICIENT SUPPORT, the trustees have been obliged to suspend the publication of the *Technical Book Review Index*. The subscriptions received barely paid for the cost of printing the two numbers that were issued. In order, however, to reimburse subscribers the trustees will send them the *Reference Bulletin* to the end of the current year.

THE COMPLAINT of the New York Society for the Suppression of Vice against the editor, business and advertising managers of *Hearst's Magazine*, for alleged objectionable matter in the May number was dismissed on May 12 by a magistrate in the Men's Night Court. It was held that the matter complained of could not be construed as objectionable under the law. This case was erroneously reported earlier to have been held over to the Court of Special Sessions.

#### LITERARY AND TRADE NOTES.

"ESSAYS IN EXPERIMENTAL LOGIC" by John Dewey will be published shortly by the Chicago University Press.

THROUGH AN OVERSIGHT we neglected to acknowledge our indebtedness to the *Inland Printer* for the illustration of the Börsenverein at Leipzig which we printed in our issue of May 13.

LONGMANS, GREEN & Co. are publishing "Verdun to the Vosges," by Gerald Campbell, special correspondent of the London *Times*, and "With the 29th Division in Gallipoli," by

the Rev. O. Creighton, a chaplain with the covering party that landed on Cape Helles.

THOUGH THEY HAVE competed disastrously with fiction, the movies have at least supplied quite a few fiction writers with plots. The latest novel founded on the lives of moving picture people is William Almon Wolff's "Behind the Screen" published by A. C. McClurg & Co.

DOUBLEDAY, PAGE & Co. have invited the delegates and visitors to the Thirteenth Biennial Convention of the General Federation of Women's Clubs to attend a lecture on "The Making of a Book," illustrated with motion pictures, to be given in the Lord & Taylor auditorium on the afternoon of Wednesday, May 31.

THE WOMAN DETECTIVE having proved her right to a place in fiction, we are now to be given a more ambitious heroine in the same line. Miss Sadie Wimple is a secret service agent. Crimes of international importance are her specialty. The story of her adventures, "The Door of Dread" by Arthur Stringer, is to be issued shortly by the Bobbs-Merrill Co.

AFTER AN INTERRUPTION of nearly a year, due to the war, the *Home University Library* is beginning to grow again. Henry Holt & Co. have just added to the series three new volumes, bringing the total number up to 101 volumes. The new books are "Dante," by J. B. Fletcher; "Poland," by W. A. Phillips, and "Political Thought in England; The Utilitarians, from Bentham to Mill," by W. L. Davidson.

THE FIRST GUNS are being fired in Little, Brown & Company's campaign in the interest of "The Sins of the Children" by Cosmo Hamilton. The publishers are planning to capture the Best Seller heights in the autumn, when the novel will be published, and in the meantime are not afraid to use plenty of ammunition. The story is one of American life, and, judging from its author's previous work, will be discussion-provoking.

"AWAKE! U. S. A." by William Freeman, published to-day, is a definite book on preparedness, a thorough examination of the whole subject in the light of national and international conditions, precedents, history and traditions. The information is so tabulated that the facts strike home. Seventy diagrams showing us just where we stand should sharpen the edge of our preparedness agitation. Doran is the publisher.

FRANK H. SIMONDS, regarded by many as the ablest of all our chroniclers of the European War, has been on a "vacation" to the front and his special articles to the New York *Tribune* on the fighting around Verdun have been reprinted by Doubleday, Page & Co. in a little one hundred and fifty page book, "They Shall Not Pass." The title is a translation of the watch-word of the French forces during the fighting.

PAUL BOURGET's "The Night Cometh," to be published immediately by Putnam, is the story of the surgeon-in-chief of a war *clinique*, a

man endowed with every intellectual power, who, when the life of others depends upon the clarity of his faculties and the sureness of his hand, is threatened by a mortal disease. His atheism, which has influenced his young wife, is combated by a devout young officer, who, brought wounded to the hospital, tries to conceal his love for the surgeon's wife while he inspires her with the enthusiasm of his faith.

TO SHOW THAT blindness may not hinder a man in detective work, but may even be an asset, since the criminal destroys only the proofs that may catch searching eyes, is the task which Clinton H. Stagg has set himself in "Silver Sandals," a detective story of rather a new sort just published by W. J. Watt & Co. "Mister 44" by E. J. Rath, author of "Sam," and "The Tigress" by Anne Warner are other Watt novels, the former a story of the north woods, the latter a novel of problems with its share of the author's well-known humor.

A WINDOWFUL OF accident-prevention books linked up to newspaper accounts of accidents might attract attention and, very possibly, save lives. Books on fire-prevention, automobile driving, sailing, camping and shooting might be used in the display. J. H. P. Brown's "Modern Swimming" (Small, Maynard Co.) might well be used to emphasize a fact which we all admit and, as a rule, promptly dismiss—that every child over the age of five years should be taught to be perfectly at home in the water.

EVEN THE PEOPLE who can take an automobile to pieces and put it together again would be non-plussed if asked to perform a similar feat with a submarine. Frederick A. Talbot's "Submarines: Their Mechanism and Operation," just published by Lippincott will not, perhaps, teach the amateur to build a submarine of his own, but it will certainly give him an intelligent understanding of how the wheels go round. The submarine is still in its infancy. It is one of the most important parts of the Navy. A study of its structure will not be a waste of time.

"CULTURE AND WAR" by Simon N. Patten, announced by B. W. Huebsch, is a contrasting of the German mind and its method of thought with the mind of the American or Englishman. The author presents the German ideal so that it may be intelligible to those who have heretofore had merely literal translations of the words that the Germans use to express their aspiration and has some exceedingly interesting things to say about moral equivalents for war, about the effects of hardship on character and about hate as a trait in human nature.

WITHIN HALF A generation the West has disappeared. True, the compass still is made with that word upon its face, but its connotation has been transformed. Buffalos and Indians, bears that would just as soon eat you as not, cowboys and cattle thieves—all these pleasant things are getting extinct. Everett T. Tomlinson's "Scouting with Kit Carson," just published in the *Pioneer Scout Series* by Doubleday, Page & Co., brings back the real pioneer days and gives recognition to the

American heroes, who, the author believes, are more worthy the attention of American boys and girls than are the half fabulous historical characters of the early days of other countries.

THE RANKS of the department stores favoring the Stephens-Ashurst bill have been swelled recently by the addition of Wanamaker's and M'Creery's. Franklin Simon & Co. have come out in opposition to the bill. The department stores who favor the fixed price bill now include in addition to Wanamaker's and M'Creery's, B. Altman & Co., Bloomingdale Bros., all of New York City, Lamson Bros. Co., of Toledo, Sheppard Northwell Co., of Boston, and the Sheppard Co., of Providence, Strouss-Hirshburg Co., of Youngstown, O., C. H. Yeager & Co., of Dayton, O., and many others.

THE IMMEDIATE FUTURE is the ground for the latest prophecies of H. G. Wells, whose "What is Coming?" an examination of social conditions as they will exist after the war, was published by Macmillan, May 24. Five other books were published on the same date: "A History of Sculpture," by Harold N. Fowler; J. Parmlly Paret's "Lawn Tennis for Beginners"; "A Short History of Germany," by Ernest F. Henderson; "The Things Men Fight For," by H. H. Powers, and "Rest Days," a consideration of the Hebrew Sabbath and other rest days by Hutton Webster. George Moore's "The Brook Kerith," scheduled for May publication has been postponed, but will probably appear in June.

THE LORD & TAYLOR BOOK SHOP will close its spring season of literary lectures with the end of May. Twelve lectures have been given in Chickering Hall; they have proved popular among booklovers and will be resumed in the fall. On Monday, May 29, at three p. m., there will be a lecture on "Six Novels for This Summer," by Christopher Morley. Mr. Morley will give a resumé of the latest fiction and discuss six new novels: "Seventeen," by Booth Tarkington; "Uneasy Money," by P. G. Wodehouse; "Under the Country Sky," by Grace S. Richmond; "The Proof of the Pudding," by Meredith Nicholson; "The Little Lady of the Big House," by Jack London; "The Lightning Conductor Discovers America," by C. N. and A. M. Williamson.

IN ONE RESPECT Thomas Dixon fails to convince in his forthcoming story of America's future war, "The Fall of a Nation." That New York should fall before invaders, that the rest of America should collapse with equal ease, that the Republic should become a dependent province under the heels of the foreign monarchy—all these things may be possible. But that the Woman Suffrage Societies should forget their time-honored principle of standing for one thing and one thing only, and should combine with the pacifists (before the invasion) to defeat an ardent advocate for adequate defense, is a thing beyond the credulity of anyone who has learned the mere A B C of the suffrage question.

THE AUTHORS' LEAGUE OF AMERICA has



taken up the problem of the relief of indigent authors and to that end a bill was recently introduced into the New York Legislature which would extend the activities of the Authors' League by re-incorporating it as the Authors' League and Foundation of America. The primary purpose of the new organization was stated to be "to aid American authors and stimulate dramatic and artistic pursuits," but incidentally it contemplated the "establishment of charitable, benevolent and public educational activities, agencies and institutions." Because the terms of its proposed charter were too ambiguous and far reaching, the bill was vetoed by Governor Whitman; it is stated at the headquarters of the league, however, that the bill will be introduced again in a changed form which will remove the present ambiguities.

POSTMASTER-GENERAL BURLESON's recommendations to the Senate Post Office Committee for changes in the law governing railway mail pay were rejected and the railway proposal was adopted on May 16. The question of weighing the mails is to be referred to the Interstate Commerce Commission, which is directed to report to Congress what it regards as a fair adjustment of compensation for carrying the mails. Post Office Department officials had persuaded the House to adopt the plan which fixed the pay on the space occupied by the mail in mail cars. It contemplated a departure from the present weight system and according to railway managers would have resulted in a big loss to the carriers. The Senate committee also rejected another recommendation made by the Postmaster-General, urging the abandonment of the pneumatic tube mail service in New York and other cities and the substitution thereof of automobiles. The committee not only refused to follow his recommendation, but ordered a renewal of the contracts for pneumatic service in New York, Boston, Chicago, Philadelphia and St. Louis.

#### BUSINESS NOTES.

ALBANY, N. Y.—The Joseph McDonough Co. was visited recently by a burglar, who got away with \$200 worth of books, most of them in extra bindings. The thief entered the store by forcing a lock and, having the weekend before him, apparently took his time about selecting his loot.

ALTOONA, KANS.—S. F. Scott succeeds E. E. Brown, bookseller and stationer.

BOSTON, MASS.—The Hampshire Book Shop, Inc., has been incorporated to deal in books, stationery, school supplies, etc. It is capitalized for \$25,000, and the incorporators are Mary Byers Smith of Andover, Edith Rand, Marion Dood of Northampton, and Emma P. Hirth.

CHADRON, NEBR.—W. A. Danley is successor to T. E. Phillips, bookseller, etc.

DAYTON, O.—A petition in bankruptcy has been filed against George F. Merry, bookseller and stationer.

DUBOIS, PA.—J. A. Johnston, proprietor of

the Johnston Book Co., died at his home on April 29, 1916.

GILMER, TEX.—The book and stationery establishment of R. C. Barnwell was damaged by fire recently.

GREAT FALLS, MONT.—The Book-Nook, books and stationery, has been attached by the sheriff.

LA FAYETTE, IND.—The City Book & Stationery Co., will open up a new store on July 1st at 406 Main Street. A full line of books, stationery, office supplies and sporting goods will be carried and they will be pleased to have catalogs and to have publishers' representatives call.

LARRABEE, IOWA.—Samuel Galbraith succeeds W. R. Montgomery, bookseller and druggist.

LONDON, ENG.—The publishing business of Messrs. Headley Bros., which has for twenty years been at Devonshire House, Bishopsgate, has recently come under new management and has now been transferred to more commodious premises in Kingsway House, Kingsway. The business is being enlarged, and its scope widened to embrace the publication of all kinds of general literature.

NEW LONDON, CONN.—A temporary receiver for the Morgan Co. has been appointed.

NEW YORK CITY.—The corporate name of Hinds, Noble & Eldredge has been changed to Hinds, Hayden & Eldredge, Inc. This house is no way connected with the jobbing house of Hinds & Noble (now Noble and Noble), and Mr. G. Clifford Noble, its present proprietor, is no longer associated with the management of Hinds, Hayden & Eldredge, Inc.

NEW YORK CITY.—The College of the City of New York will organize a co-operative bookstore in September provided \$500 is obtained from the student body this term. Pledges for 50 cents each have been collected from 350 undergraduates. The trustees of the City College recently authorized a co-operative book store and appointed a board to purchase the private bazaar which does business in the corridor. The business will be an exclusively student enterprise. Prof. Alfred G. Compton has been elected treasurer of the project and Henry Harap, 1916, secretary.

NEW YORK CITY.—Duffield & Co., publishers, have reduced their capital from \$350,000 to \$50,000.

PORTSMOUTH, N. H.—Fire visited "The Acorn" on the night of April 26 and again on the night of the 29th, each time breaking through from adjoining premises, once from the east side and once from the north, causing damage to some \$1200 of stock, and necessitating a temporary removal to 18 Market Sq., where with replenished stock and many books slightly damaged by water and smoke, the store is said to be doing a constantly increasing business.

QUINCY, ILL.—The Oenning Glass & Book Company recently celebrated the fiftieth anniversary of the founding of the business by Henry A. Oenning.

TROY, N. Y.—T. L. Griffin & Co., booksellers, newsdealers and stationers, have incorporated.

WITTENBERG, WIS.—Alma Westgor succeeds I. J. Nelson, bookseller, stationer, etc.

XENIA, OHIO.—H. S. Smith purchased Zell's Book Store, May 5.

#### AUCTION SALES

MAY 31 AT 10:35 A. M. AND 2:35 P. M. (Two sessions.) Catalogue of a remarkable collection of rare Americana from three sources, including a consignment from London. (No. 54; 604 lots.)—*Heartman*.

JUNE 1 AT 2 P. M.; JUNE 2 AT 10 A. M. AND 2 P. M. (Three sessions.) Catalogue of the remaining portion of the private library of the late Col. Jonathan E. Pecker, Concord, N. H., together with the private library of the late Mrs. Maria Weston Chapman. (1111 lots.)—*Libbie*.

JUNE 2 AT 2:30 P. M. (One session.) Catalogue of an extraordinary collection of autograph letters embracing presidents of the United States, signers of the Declaration of Independence, [etc.]. (No. 1170; 343 lots.)—*Henkels*.

JUNE 2 AT 2:30 AND 8:15 P. M. (Two sessions.) Catalogue of rare books on California and other western states. (No. 1232; 576 lots.)—*Anderson*.

CHARLES SCRIBNER'S SONS paid \$330 for a Japanese paper edition of the writings in prose and verse of Rudyard Kipling at the sale of the library of the late Major Charles J. Buchanan of Albany, N. Y., at the American Art Galleries May 10. The author's autograph edition of Bret Harte's writings with a first edition "Life" was sold to A. Swann for \$385. A set of the Cambridge Classics, including William Cullen Bryant's translation of the "Iliad" and "Odyssey," Cranch's translation of the "Æneid," Longfellow's translation of the "Divine Comedy," and Taylor's translation of "Faust," was sold to A. Swann for \$120. A copy of the autograph edition of John Burroughs' writings was brought by E. Turnbull for \$125. Balzac's "La Comedie Humaine" was sold to Brentano's for \$107.50 and a large paper copy of the limited edition of "American Statesmen," edited by John T. Morse, Jr., to E. Turnbull for \$190.

THE COGGESHALL LIBRARY, consisting mainly of Dickens and Thackeray autographed letters and manuscripts, brought \$93,935.80 at the Anderson Galleries on May 15, 16 and 17. George D. Smith paid \$4150 for a series of 125 unpublished letters written by Dickens to William Henry Wills, the sub-editor on *Household Words* and *All the Year Round*, and containing the frankest possible comments and many biting criticisms on the literary productions of some of Dickens's friends who were—or sought to become—contributors to his periodicals. Many single letters were bought up, chiefly by George D. Smith, at prices ranging up to a couple of hundred dollars. Gabriel Weis paid \$1775 for the complete original manuscripts of two of the sketches in Thackeray's "Our Street," entitled "The Lion of Our Street" and "The Dove of Our Street." They are written on six pages of large octavo size, inlaid, and are finely bound in blue crushed levant, gilt. Of all Thackeray manuscripts, those of his "Christmas Books" are by far the rarest. George D. Smith gave \$1650 for the complete original manuscript of "The Bumpshers" and the original draft of "Jolly Newboy, Esq., M. P.," with ending as originally intended by Thackeray. Other items in the sale were as follows:

Long criticism of George Lewes's novel, "Rose, Blanche, and Violet," contained in an autograph letter written by Charlotte Bronte, addressed to W. S. Williams and signed "C. Bill," George D. Smith, \$155; another letter of Charlotte Bronte to W. S. Williams, referring to Thackeray, George D. Smith, \$177.50; Theodore Martin's "Memoir of William Edmondstone Aytoun," author of "The Days of the Scottish Cavaliers," first edition, with a letter from Thackeray to him inserted, George D. Smith, \$210; manuscript of the first nine pages of Thackeray's "Lecture on George I.," as delivered on his American tour, dictated by Thackeray to his secretary, Charles Pearman, who accompanied him, George D. Smith, \$310; "A Street View in Constantinople," executed by Thackeray to serve as the frontispiece to "Notes of a Journey from Cornhill to Grand Cairo," George D. Smith, \$320; "Our Street," by M. A. Titmarsh, first edition, with a page of Thackeray's original manuscript laid in, James F. Doske, \$380; autograph letter of Thackeray to Mrs. Macready, wife of the actor, Kensington, June 15, circa 1860, with regard to the reconciliation dinner with Dickens, J. M. Patterson, \$505; "Lovel the Widower," first edition, with a page of Thackeray's manuscript laid in, from the chapter entitled "The Black Sheep," Charles Sissler, \$410.

### Forthcoming Books

#### WEEK BEGINNING MAY 29

Chapman, C. E. Founding of the Spanish California. Macm.  
Coleman, F. From Mons to Ypres with General French. Dodd, M. \$1.50 n.  
Dixon, T. Fall of a nation. Apltn.  
Gray, Maxwell. World mender. Apltn.  
O'Shaughnessy, Edith. A diplomat's wife in Mexico. Harp.  
Wood, Ruth K. The tourist's northwest. Dodd, M. \$1.50 n.

#### WEEK BEGINNING JUNE 5

Brown, Alice. The prisoner. Macm.  
Day, Holman. Blow the man down. Harp.  
Fried, Alfr. H. Restoration of Europe. Macm.  
Graham, Stephen. Through Russian Central Asia. Macm.  
Krehbiel, E. Nationalism, war and society. Macm.  
Lefevre, Edn. The plunderers. Harp.  
Monypenny, W. F., and Buckle, G. E. Life of Ben-

jamin Disraeli, Earl of Beaconsfield. v. 4. Macm.  
Ohlinger, Gustavus. Their true faith and allegiance. Macm.

#### WEEK BEGINNING JUNE 12

Alden, R. McD. Sonnets of Shakespeare. H. Miff.  
Forbes, Mrs. W. H. Favourites of a nursery. H. Miff.  
Freeman, Fk. N. Experimental education. H. Miff.  
Grasp of the sultan. H. Miff.  
Hall, Fielding. For England. H. Miff.  
Morlae, E. Soldier of the legion. H. Miff.  
Rotch, W. Memorandum by William Rotch. H. Miff.  
Russell, J. E. Economy in secondary education. H. Miff.  
Scott, Mary A. Elizabethan translations from the Italian. H. Miff.  
Spender, Harold. General Botha. H. Miff.  
Washburn, Marg. Movement and mental imagery. H. Miff.  
Zangwill, Israel. The war for the world. Macm.



## Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); Sq., obl. nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

**Abraham, G. Dixon.** On Alpine heights and British crags. Bost., Houghton Mifflin. c. 307 p. il. 8° \$2.50 n.

**Academy of Political Science.** The American mercantile marine. N. Y., The academy, 116th St. and Broadway. c. '15 4+208 p. O (Proceedings) pap. \$1.50

**Adams, Helen Mortimer.** When mother lets us model; a book to teach children the use of clay, giving directions for making practical toys and useful objects and graded suggestions for artistic modeling; il. by the author. N. Y., Moffat, Yard. c. 95 p. D ("When mother lets us" ser.) 75 c. n.

Starts children on handiwork that is both interesting and educational.

**Alexander, Philip F., ed.** The North-West and North-East passages, 1576-1611. [N. Y., Putnam.] '15 20+212 p. il. maps 8° (Cambridge travel books) 75 c. n.

**Alger, Philip Rounsville.** The elastic strength of guns. 3d ed. [Annapolis, Md., Mrs. P. R. Alger.] c. 103 p. diagrs. (2 fold.) 8° \$2 n.

**Allen, H. S., and Moore, H.** A text-book of practical physics. N. Y., Macmillan. 15+163 p. 8° \$2.60 n.

**Andress, J. Mace.** Johann Gottfried Herder as an educator. N. Y., G. E. Stechert. c. 316 p. (8 p. bibl.) il. pls. por. D \$1.25 n.

Gives brief sketch of Herder's picturesque life. Takes up his philosophy, his methods for study of different subjects, and summarizes his contribution to pedagogy.

**Archibald, Raymond Clare.** Euclid's book On divisions of figures; with a restoration based on Woepcke's text and on the Practica geometriae of Leonardo Pisano. [N. Y., Putnam.] 7+88 p. diagr. 8° \$1.50 n.

**Atlantic County Historical Society.** Early history of Atlantic County, New Jersey; record of the first year's work of [the] society; published and copyrighted by the society; Laura Lavinia Thomas Willis, Mrs. L. Dow Balliett, eds.; Mrs. M. R. M. Fish, asst. ed. Kutztown, Pa. [The author, care Kutztown Pub.] c. 179 p. il. pors. facsms. 8° \$1.50

**Bacon, Corinne.** Classification; preprint of Manual of library economy, chapter XVIII. Chic., A. L. A. 34 p. D pap. 10 c.

**Baldwin, Ja. Mark.** American neutrality; its cause and cure. N. Y., Putnam. 137 p. D 75 c. n.

Criticises present administration as not representative of the nation's feeling in the war. Lectures pre-

pared for French audiences, at the instigation of the Paris Committee of the Harvard Foundation.

**Ballard, Ja. Franklin.** Illustrated catalogue and descriptions of Ghiordes rugs of the seventeenth and eighteenth centuries from the collection of James F. Ballard. St. Louis, Oriental Pub. c. 77 p. il. 4° \$5

**Bangay, R. D.** The elementary principles of wireless telegraphy. [N. Y., Marconi Pub. Corporation.] '14 8+160 p. figs. D 50 c.

**Bar, Karl Ludwig von, and others.** A history of continental criminal law; tr. by T: S. Bell and others; with an editorial preface by J: H. Wigmore; and introd. by W: Renwick Riddell and by Edn. R. Keedy. Bost., Little, Brown. c. 56+561 p. O (Continental legal history ser.) \$4 n.

Sixth volume in the monumental series published under the auspices of the Association of American Law Schools. Present work is the only modern one in any European language which fully traces the Medieval continental criminal law in connection with its modern development. Chapters from Professor Glasson's histories of French and English law illustrate the French aspect of the general development traced by Professor von Bar.

**Barber, S:** Boston Common; a diary of notable events, incidents, and neighboring occurrences. 2d ed. Bost., Christopher Pub. Ho. c. 288+47 p. 8° \$2

**Bashford, Bp. Ja. Whitford.** China; an interpretation. N. Y. and Cin., Abingdon Press. c. 620 p. il. pls. pors. O \$2.50 n.

Based on twelve years' residence in Peking. Discusses the ancient civilization and the ideals of New China, its literature, religion and political life, China and Japan, China and the United States, China and the world.

**Beard, Ja. Thom.** Mine gases and ventilation. N. Y., McGraw-Hill. 216 p. 16° \$2 n.

**Benavides, Alonso de.** The memorial of Fray Alonso de Benavides, 1630; tr. by Mrs. E: E. Ayer; annotated by F: Webb Hodge and C: Fletcher Lummis. Limited ed. [Wash., D. C., W. H. Lowdermilk & Co., agt.] 309 p. il. pls. 8° \$10 n.

**Bergling, J: Mauritz.** Art monograms and lettering; for the use of engravers, artists, designers and art workmen. 8th ed. Chic. [The author] c. various paging il. pls. 4° \$2.50

**Berry, Elmer.** Baseball notes for coaches and players. Springfield, Mass., Am. Physical Educ. Assn. c. 8+98 p. il. diagrs. 8° \$1.50

**Bible. Old Testament.** The book of the Prophet Isaiah; in the revised version, with introd. and notes, by J. Skinner. [Rev. ed.]

- [N. Y., Putnam.] no paging fold. map 16° (Cambridge Bible for schools and colleges) 75 c. n.
- Bjurstedt, Molla, and Crowther, S:** Tennis for women; il. from photographs. Garden City, N. Y., Doubleday, Page. c. 7+174 p. pls. por. D \$1.25 n.  
Tells simply and from her own championship experience, the points every woman player should know about the game. Believing that "no woman should attempt the man's game of tennis," she points out what should constitute the woman's game.
- Blythe, S: G:** A western Warwick. N. Y., Doran. c. 345 p. D \$1.35 n.  
William Henry Paxton, senator and president maker, here recalls the building up of his power, and the reform movement that forced him back to "the counting-house." Not that he believed it was a reform movement, it was just the opposition. Novel is full of characters, and to the politically astute it would be amusing to point out "who is who."
- Bond, Maj. Paul Stanley.** The engineer in war. N. Y., McGraw-Hill. 175 p. il. 16° \$1.50 n.
- Bonger, William Adrian.** Criminality and economic conditions; tr. by H: P. Horton; with an editorial preface by E: Lindsey; and with an introd. by Fk. H. Norcross. Bost., Little, Brown. c. 31+706 p. (28 p. bibl.) O (Modern criminal science ser.) \$5.50 n.  
Treatise on the etiology of crime which lays emphasis on its source in surroundings rather than in the man himself. First half of book sets forth, in extracts, the theories, methods, and results of all prior writers dealing with the subject. Second half takes up the different phases of criminality.
- Bourget, Paul.** The night cometh; tr. from the French by C. Frederic Lees. N. Y., Putnam. c. 4+312 p. D \$1.35 n.  
Imaginative story written under the influence of the present war. A French military hospital is its scene, and its chief characters are a famous Paris surgeon and a young wounded officer, whose fervent piety is in sharp contrast with the doctor's philosophic materialism. Death threatens both, and their opposing theories with regard to it are displayed in their relation to a drama of intense human passion.
- Boyd, Clarence Eug.** Public libraries and literary culture in ancient Rome. Chic., Univ. of Chic. c. '15 1+77 p. O \$1 n.  
Concerned with the history, equipment, contents, management, object, and cultural significance of the Roman public library.
- Breitenback, Louise Marks.** Eleanor of the houseboat; il. by C: E. Meister. Bost., Page Co. 300 p. pls. O \$1.50  
How the Tracys spent a summer on a houseboat, the children going ashore to all sorts of interesting times. How Eleanor read aloud to an old lady she met, and what a happy turn this gave to her fortunes.
- Bremner, Kate F.** More song games; adapted for school use; accompaniments arranged by F. H. Bisset; il. with 20 original il. from photographs. N. Y., A. S. Barnes. c. 7+42 p. F \$1.50 n.  
New collection of singing games by the author of "Song games and ball games."
- Brown, Herb. W.** A living from eggs and poultry. N. Y., O. Judd Co. c. 13+178 p. il. diagrs. tabs. D 75 c. n.  
Plan from the author's experience which will be a guide to the novice, in the matters of selection of a location, egg crates, breeding, and particularly on marketing the eggs.
- Brown, J. H. P.** Modern swimming; an illustrated manual; with 40 drawings by A. A. Jansson. Bost., Small, Maynard. c. 180 p. D \$1 n.  
Elementary lessons for beginners, and all the new strokes for experts, as well, with chapters on rescue, resuscitation and common sense advice to patrons of summer resorts.
- Brown University.** The sesquicentennial of Brown University, 1764-1914; a commemoration. [Providence, R. I.] The university. '15 10+306 p. O bds. \$2
- Bruce, W: Herschel, and others.** Principles and processes of education. Dallas, Tex., C. A. Bryant Co. c. 11+298 p. diagrs. 12° \$1.25
- Butcher, Elmer Eustice.** How to conduct a radio club; describing parliamentary procedure, indoor and outdoor experiments, 5000-mile receiving set; and many other features. 2d rev. ed. N. Y., Marconi Pub. Corporation. c. 127 p. il. diagrs. Q pap. 50 c.
- Buckrose, Mrs. J. E.** The round-about. N. Y., Doran. c. 282 p. D \$1.25 n.  
In a leisurely way, novel sets forth the changes that happened in Flodmouth over a number of years. It centers in the Taylors, and the strange, recurrent details of their lives. What is gained by each succeeding and rebelling generation is sharply focused; thus the round-about of time shows the mid-Victorian Lucy marrying whom she pleased, and her daughter learning a trade and going to war as a nurse.
- Bullock, Edna Dean.** State supported library activities in the United States. Lincoln, Neb., Neb. Legislative Reference Bu. '15 71 p. il. pls. 8° (Bulletin)
- Burke, Edm.** Speeches at Bristol (Bergin). N. Y., Am. Book Co. 198 p. 16° 20 c.
- Burnham, Bradford.** The power cruiser's pilot; il. with original photographs. Cleveland, O., Penton Pub. [Penton Bldg.] c. 93 p. il. por. 12° \$1
- Burroughs, J:** Under the apple-trees. Bost., Houghton Mifflin. c. 7+315 p. por. D \$1.25 n.  
Presents the author's thought on some modern problems of science and philosophy, touching upon biology, philosophy, California nature and the winter birds of Georgia.
- Carducci, Giosué.** The rime nuove; tr. from the Italian by Laura Fullerton Gilbert. Bost., Badger. c. 186 p. D \$1.25 n.
- Carleton, Mark Alfr.** The small grains. N. Y., Macmillan. c. 32+699 p. (47 p. bibl.) il. charts maps D (Rural text-book ser.) \$1.75 n.
- Carlyle, Rob. Warrand, and Carlyle, Alex. Ja.** A history of mediaeval political theory in the West. v. 3, Political theory from the tenth century to the thirteenth; by A. J. Carlyle. N. Y., Putnam. 17+201 p. O \$3.50 n.
- Carnegie Library.** Pittsburgh. Road dust preventives; references to books and magazine articles. Pittsburgh [The library]. 39 p. 8°
- Carroll, Armond.** A pageant and masque for the Shakespeare Tercentenary; produced under the direction of the Executive Committee of the Atlanta Center of the Drama League of America, in Piedmont Park, Atlanta, May, 1916. [Atlanta, Ga.] Atlanta Center, Drama League of America. c. 79 p. obl. f° 50 c.



**Chase, Stuart, and Chase, Mrs. Marg.** A honeymoon experiment. Bost., Houghton Mifflin. c. 158 p. D \$1 n.

True story of a revolt against a conventional honeymoon. It shows a tremendous interest in other people, not at all usual in those newly married. In a word, they went to Rochester just as working-people. They had a growing idea that they could not go on in their socially favored existence: they must know more about life. Their experiment was a beginning.

**Cheiro [pseud. for Leigh Warner].** Palmistry for all; containing new information on the study of the hand never before published; with a preface to American readers; and upwards of 60 illustrations. N. Y., Putnam. c. 27+180 p. por. D \$1

Based on a record of questions, not answered in books, that represented the difficulties of students of the subject.

**Church, H. W.** Friedrich Rückert als lyriker der befreiungskriege. N. Y., G. E. Stechert. 9+122 p. O pap. \$1 n.

**Civil Service Chronicle.** Nurse instruction for civil service examinations; covering nurse, trained nurse, hospital nurse, visiting nurse, field nurse, tuberculosis nurse, school nurse, nurse's assistant; assistant superintendent of nurses, head nurse, supervisory nurse and superintendent of nurses; answers to examination questions and 250 specimen questions, New York City, New York State, New Jersey, Chicago and federal services. N. Y. [The author] c. 14 p. 8° 50 c.

**Clapp, F: Mortimer.** On the overland; and other poems. New Haven, Ct., Yale Univ. 6+90 p. O bds. \$1 n.

**Cleveland, Catharine C.** The great revival in the West, 1797-1805. Chic., Univ. of Chic. 12+215 p. (9½ p. bibl.) map D \$1 n.

Study of the religious movement often called the Kentucky Revival, at the end of the 18th century. Considers the conditions at that time, and the revival's full influence on the history of the United States through its effect on the general and denominational life.

**Clifford, Chandler Robbins.** Lecture tips on decoration. N. Y., Clifford & Lawton [373 Fourth Ave.] c. 62 p. front. 12° \$1

**Compendium of history and biography of Polk County, Minnesota;** R. I. Holcombe, historical ed.; W: H. Bingham, general ed.; with special articles by Elias Steenerson, and others. Minneapolis, W. H. Bingham & Co. c. 487 p. il. pls. pors. 4° \$15

**Comstock, Mrs. Harriet Theresa.** The vindication; il. by T: Fogarty. Garden City, N. Y., Doubleday, Page. c. 375 p. col. front. pls. D \$1.35 n.

To prove his theory about the importance of environment, Dr. Hill, patron saint of the Northern woods, adopted a boy and a girl whose heredity did not look very promising. The doctor did his best by the children, and they grew up good enough to please even him. And because they were only pretended brother and sister, romance between them was not forbidden.

**Converse, Rob Roy McGregor, D.D.** The heritage of the commonwealth; and other papers. Garden City, N. Y., Doubleday, Page. c. 9+344 p. por. O \$2 n.

Essays, sermons and addresses on interesting questions of modern thought and letters. *Partial contents:* Nietzsche; Washington and Lincoln; Japan; Lords of creation; Bacon—Shakespeare; Moral limits of prayer.

**Cooper, Ernest Hamilton [Ben Yellowstone, pseud.].** How; this little book tells how any person, man or woman, possessed of average ability and health, no matter what their station in life, may through their own efforts, first obtain a good permanent position and second become college graduates and have a fair and equal chance with the sons and daughters of the rich, to reach the goal of their ambition. Denver, Colo., The author. c. 139 p. il. pls. 12° \$3

**Cosgrove, Ja. Fs.** Coal; its economical and smokeless combustion. Phil., Technical Bk. Pub. c. 273 p. il. tabs. double map diags. 8° \$3

**Coulton, G. G.** The main illusions of pacifism. N. Y., Macmillan. 15+295+62 p. 12° \$2 n.

**Crockett, T., and Wallis, Bertie Cotterell.** North America during the eighteenth century; a geographical history. [N. Y., Putnam.] 8+116 p. il. maps 8° 75 c. n.

**Crowest, F: Ja.** Musical groundwork: being a first manual of musical form and history for students and readers. N. Y., Warne. 260 p. diags. 12° (Handy information books) 75 c. n.; formerly \$1 n.

**Curwood, Ja. Oliver.** The hunted woman; il. by Fk. B. Hoffman. Garden City, N. Y., Doubleday, Page. c. '15-'16 324 p. col. pls. D \$1.25 n.

In the midst of the "Horde," the rough, lawless band at the ends of the last transcontinental line, Joanne Gray came on her search to make sure that her worthless husband was dead. She met Aldous, an author who had a large gold mine interest, and a literary interest in the "Horde." Accepting the proofs of FitzHugh's death, Joanne and Aldous were secretly married. Aldous discovered what he did not tell her, and began his struggle to save her from Rann and Quade, and to bring this pair to a true reckoning about the gold.

**Cyclopedia of automobile engineering;** a general reference work; prepared by a staff of automobile experts, consulting engineers, and designers of the highest professional standing; with over 1500 engravings. In 5 v. Chic., Am. Technical Soc. c. (bibl.) pls. tabs. diags. 8° \$14.80  
Editions of 1909, 1910 and 1912 pub. by American School of Correspondence, Chicago.

**Dadisman, S: Houston.** Exercises in agriculture. Chic., Lyons & Carnahan. c. 160 p. il. forms 12° 60 c.

**Damon, Inez Field.** Primary elements of music. N. Y., A. S. Barnes Co. c. 4+28 p. diags. D 32 c.

Text-book in the rudiments of intelligent sight-reading.

**Daugherty, Rob. Long.** Hydraulics. N. Y., McGraw-Hill. 270 p. il. 8° \$2.50 n.

**Davidson, Norman Ja.** The romance of the Spanish Main; a record of the daring deeds of some of the most famous adventurers, buccaneers, filibusters and pirates in the Western seas. Phil., Lippincott. 313 p. il. pls. O \$1.50 n.

Introduction sketches the savagery and lawlessness of pirate life and sea-roving in the 16th and 17th centuries in the Western Hemisphere. Book follows in detail the careers of Drake, Hawkins, Raleigh, Morgan, Sawkins and Sharp, Dampier, etc.

**Davidson, W: Leslie.** Political thought in England: The Utilitarians from Bentham to J. S. Mill. N. Y., Holt. 256 p. D (Home university lib.) 50 c. n.

**Deming, Seymour.** From Doomsday to Kingdom Come. Bost., Small, Maynard. c. 110 p. D 50 c. n.

Fiery exposition of the difference between living for one's country in the economic struggle and dying for it in an international one.

**Ditchfield, Rev. P: Hampson.** The cathedrals of Great Britain; their history and architecture; with numerous il. by Herb. Railton, and others. New and rev. ed. N. Y., Dutton. 12+483 p. il. pls. plans D \$1.75 n. Includes descriptions of the cathedral churches of Southwark, Birmingham, Chelmsford, Ipswich and St. Edmundsbury, the new sees added to the Church of England since last edition of book.

**Dixon, W: Macneile.** Poetry and national character; the Leslie Stephen lecture delivered at Cambridge on 13 May, 1915. [N. Y., Putnam.] '15 4+46 p. 12° 45 c. n.

**Dodds, Madeleine Hope, and Dodds, Ruth.** The pilgrimage of grace, 1536-1537, and the Exeter conspiracy, 1538. In 2 v. [N. Y., Putnam.] 8+388; 6+382 p. (5 p. bibl.) fold. maps 8° \$9 n.

**Dorrance, E. S., and Dorrance, J. F.** His robe of honor. N. Y., Moffat, Yard. c. 324 p. D \$1.30 n.

Theme is how Julian Randolph rose to power through the corrupt connection between politics and the law in New York City. His work for a traction company introduced him to Lora Nelson, who was to influence his ambition more nobly than it first seemed. Randolph won a judgeship through the party boss. He was about to render a wrong decision, when he realized that he could be the people's judge, without ruining his career, and that this was what Lora expected of him.

**Drexler, J:** The Drexler simplified system of clock and watch repairing; a thorough and practical extension course; complete in 11 separate pts., with pockets for the 380 separate il. on full page card boards. Milwaukee, C. N. Caspar. 172 p. 8° pap. \$10 n.

**Duggar, B: Minge.** Mushroom growing. N. Y., O. Judd Co. c. '15 8+260 p. il. pls. 12° \$1.50

**Dunham, Eliz. Marie.** How to know the mosses; a popular guide to the mosses of the Northeastern United States; containing keys to eighty genera, and short descriptions of over one hundred and fifty species, with special reference to the distinguishing characteristics that are apparent without the aid of a lens; with il. by the author. Bost., Houghton Mifflin. c. 25+287 p. pls. D \$1.25 n.

Author is a member of Sullivant Moss Society.

**Eastman, Linda A.** Furniture, fixtures and equipment; preprint of Manual of library economy, chapter XI. Chic., A. L. A. 16 p. D pap. 10 c.

**Eaton, Rev. Rob.** The mirror of justice; chapters on our Blessed Lady. N. Y., Benziger. 7+144 p. S 35 c.

**Elliott-Fisher Co.** Bookkeeping by machinery; a text book for the guidance of the novice or expert; dedicated to the cause of

accounting control. Harrisburg, Pa. [The author] c. 112 p. il. fold. form 8° \$5

**Emerson, Wa.** The latchstring to Maine woods and waters. Bost., Houghton Mifflin. c. 11+228 p. il. pls. O \$2 n.

Enthusiastic account of the opportunities for recreation that Maine offers at all seasons and to all tastes.

**Fanning, Clara Eliz.** Travel in the United States; a revision of an outline issued by the Wisconsin Free Library Commission in 1908. White Plains, N. Y., H. W. Wilson Co. 31 p. (bibls.) D pap. (Study outline ser.) pap. 25 c.

**Faris, J: Thomson.** Real stories from our history; romance and adventure in authentic records of the development of the United States. Bost., Ginn. c. 11+308 p. il. D 60 c.

Supplementary reader for grammar school and lower grades of the high school, giving extracts from journals, letters, and diaries.

**Faulkner, Georgene, ed.** Italian fairy tales; retold for children; il. by Frederic Richardson. Chic., Daughaday & Co. c. 95 p. col. pls. 8° ("Story lady" ser.) \$1

**Findlay, Hugh.** House plants; their care and culture; with 125 illustrations. N. Y., Appleton. c. 15+324 p. il. figs. tabs. O \$1.50 n.

Careful suggestions as to the best place for a window garden, soil preparation, general treatment of the most common house plants, and minute directions for control of disease and insects.

**Fisher, Dorothea Frances Canfield [Mrs. J: R. Fisher].** The real motive [with occasional verse by Sarah N. Cleghorn]. N. Y., Holt. c. 334 p. D \$1.40 n.

Stories set in diverse places, unified by their search for the incentive that moves their various actors. *Contents:* But this is also everlasting life (poem); The pragmatist; The conviction of sin; An April masque; A sleep and a forgetting; The lookout (poem); A good fight and the faith kept; From across the hall; Vignettes from a life of two months; An academic question; Fortune and the fifth card; The city of refuge; An untold story; A thread without a knot; There was a moon, there was a star (poem); The great refusal; The sick physician.

**Fletcher, Jefferson Butler.** Dante. N. Y., Holt. c. 256 p. D (Home university lib.) 50 c. n.

**Foerste, A: Frederic.** An introduction to the geology of Dayton and vicinity; with special reference to the gravel ridge area South of the city, including Hills and Dales and Moraine Park. Dayton, O. [Rike-Kumler Co., agts., 4th cor. Main St.] c. '15 210 p. il. maps plans fold. plan Q \$3

Brings together material, collected during many years, on the interesting glacial stream action around Dayton, O.

**Fowler, G: Little.** Locomotive breakdowns, emergencies and their remedies; an up-to-date catechism; enl. and rev. to date by W: W. Wood; contains over 500 practical questions with their answers. 8th rev. and enl. ed. N. Y., Henley. c. 301 p. il. fold. pl. diagrs. 16° \$1

**Frudden, W: Elmer.** Farm buildings, how to build them; a booklet of practical information for the farmer and rural contractor. Charles City, Ia. [The author] c. 63 p. il. plans 8° \$1



**Gallatin, Alb. Eug.** Certain contemporaries; a set of notes in art criticism. N. Y., J. Lane. c. 63 p. il. pls. O bds. \$3 n.

Essays have appeared in various periodicals. *Contents:* William Glackens; Ernest Lawson; John Sloan, his graphic work; Some masters of the water-color; Walter Gay's paintings of interiors; A French salon des humoristes in New York; Boardman Robinson.

**Gardner, C.** Vision and vesture; a study of William Blake in modern thought. N. Y., Dutton. 11+226 p. D \$1.25 n.

Deals first with Blake's art and message, and their significance. Then with Goethe, Schopenhauer, Nietzsche, Shaw and Yeats, as the necessary links in the same line of thought from Blake's time to ours.

**Gillilan, Strickland W.** Including you and me. Chic., Forbes & Co. c. 191 p. D \$1 n.

**Goethals, Maj.-Gen. G: Washington, and others.** The Panama Canal; prepared for International Engineering Congress, San Francisco, 1915. In 2 v. N. Y., McGraw-Hill. 1000 p. il. fold. pls. set \$7.50 n.

**Gorton, Arth. Treat.** Elementary civics for the fifth and sixth years. N. Y., C. E. Merrill Co. [432 Fourth Ave.] c. 185 p. 12° 50 c.

**Grey, Zane.** The border legion; il. by Lillian E. Wilhelm. N. Y., Harper. c. 365 p. pls. col. front. D \$1.35 n.

When Jim Clive made her angry, Joan taxed him with being too weak "even to be bad." So Jim took her dare and went off to join the bandits. Joan then set off to bring him back. Kells, the head of an outlaw band, carried her off. He took her to a secret fastness in a cañon. When his comrades joined him, Joan felt she had a better chance with Kells than with the gorilla-like Gulden. When Jim rode into their camp, she realized she loved him. Kells and Gulden gambled for her, and Gulden won. Her desperate plight sharpened her wits and her knowledge of human nature. She appealed to Kells, and he helped her and Jim to escape.

**Gury, Rev. Jean Pierre, and Ballerini, Antonio.** Compendium theologiæ moralis; ejusdem societatis, adnotationibus auctum; deinde vero ad breviorum formam exaratum atque ad usum seminariorum hujus regionis accommodatum ab Aloysio Sabetti. Ed. 24. recognita a Timotheo Barrett. Ratisbon, N. Y., F. Pustet & Co. c. 1167 p. 8° \$3.50

**Hall, Ja. Norman.** Kitchener's mob; the adventures of an American in the British army. Bost., Houghton Mifflin. c. 200 p. por. D \$1.25 n.

Graphic, uncensored account of how "K. 1" trained, went to France, lived in billets and fought in the trenches.

**Hallet, R: Matthews.** Trial by fire; a tale of the Great Lakes; with a front. [in col.] by O. E. Cesare. Bost., Small, Maynard. c. 308 p. D \$1.25 n.

One desire had claimed the giant Cagey for years. It burned within him fiercely as did the fires which he tended in the hold of the lake steamer. It boded no good for Bartholomew Grant, the shipping magnate, or for his son Alec. Alec needed to skip out to escape jail for embezzlement, and Cagey, who was watching everybody's move, got him to ship as his own helper in the fire-hole. On the same trip, came Alec's father and the woman Alec loved. In dramatic and secret way she kept Cagey from killing Alec. She could not change Cagey much, but she changed him that much: Alec was much changed by his new experiences. And Cagey had his hour when he faced Grant.

**Harding, Gardner L.** Present-day China; a narrative of a nation's advance. N. Y.,

Century Co. c. 10+250 p. il. pls. D \$1 n.

The pageantry of China's old life described along with what modern ideas of government and education are doing there. Catches the awakening thrill among the Chinese themselves which bids well for their country.

**Hart, Fs. Arth., and Short, H. M., comps.** List of radio stations of the world; with an appendix of corrections. N. Y., Marconi Pub. Corporation. c. '15 221+16 p. O pap. 50 c.

**Hawkhead, J. C.** Handbook of technical instruction for wireless telegraphists. 2d ed., extensively rev. and enl. by H. M. Dowsett. [N. Y., Marconi Pub. Corporation.] '15 16+309 p. il. pls. figs. tabs. O \$1.50

**Hay, J:** The breadwinners; a social study. [New ed.] N. Y., Harper. c. '83-'11 319 p. D \$1.25 n.

First edition of the novel, published anonymously in 1883, which bears the author's name on the title-page.

**Hayward, C: Brain.** Automobile ignition, starting, and lighting; a comprehensive analysis of the complete electrical equipment of the modern automobile; including many wiring diagrams and details of all the important starting-lighting systems. Chic., Am. Technical Soc. c. 381 p. il. pl. diagrs. 8° \$2

**Hirschfeld, Georg.** The mothers; tr. and with an introd. by Ludwig Lewisohn. Garden City, N. Y., Doubleday, Page. c. 19+122 p. D (Drama League ser. of plays) bds. 75 c. n.

**Hoffman, G: Lawrence.** Simplified book-keeping; script work by H. A. Roush. [McKeesport, Pa.] G. L. Hoffman Co. c. 58 p. 4° \$2

**Holst, Bernhart Paul.** My experience with spies in the great European War. Boone, Ia., Holst Pub. c. 222 p. il. pls. facsms. pors. 12° \$1

**Hon, W:, and Lustig, Jack.** Hon and Lustig's cartoon book. San Francisco, Western Sch. of Cartooning. c. 43 p. il. obl. 4° \$2

**Hopkins, Florence May.** Reference guides that should be known and how to use them; a series of eight groups of graded lessons on the use of reference books which could be given in connection with the English courses in high and normal schools. Detroit, Mich., Willard Co. [479 Sixth St.] c. 187 p. il. O \$1.50; (not fewer than 12 copies) ea. group 20 c.

Outline explains the general scope and arrangement of important reference material on different subjects, with concrete examples and problems. By librarian, Detroit Central High School.

**Hough, Emerson.** Let us go afield. N. Y., Appleton. c. '07-'16 318 p. il. pls. D \$1.25 n.

Practical advice for campers and sportsmen, either tenderfoot or the real thing, whether after bass, deer, ducks or bears.

**Howley, Ja. Patrick.** The Beothucks, or Red Indians, the aboriginal inhabitants of Newfoundland. [N. Y., Putnam.] '15 20+348 p. il. pls. pors. maps obl. 8° \$6.50 n.

**Huard, Frances Wilson, Baronne.** My home in the field of honour; with drawings by Charles Huard. N. Y., Doran. c. 302 p. pls. D \$1.35 n.

Simple narrative of a woman left at home in her château, sixty miles northeast of Paris during the retreat from the Marne. Sketches were made by the author's husband, who is official painter of the war to the Sixth Army of France.

**Hull, W. I.** Preparedness; the American versus the military programme. N. Y. and Chic., Revell. c. 271 p. O \$1.25 n.

Author employs standards of military and naval efficiency as laid down by the experts as a basis for an examination of the preparedness programme now before the country. Points out their insufficiency and the evil a still larger military programme would prove, and indicates another way he believes to be better.

**Hurd, H: Mills, M.D., and others.** The institutional care of the insane in the United States and Canada. In 4 v. v. 1. Balt., Johns Hopkins Press. 12+498 p. il. pls. 8° \$2.50

**Ideal (The) Catholic readers: Third reader;** by a Sister of St. Joseph. N. Y., Macmillan. 274 p. il. 12° 40 c. n.

**Innes, J. W. Brodie.** The tragedy of an indiscretion. N. Y., J: Lane. 345 p. D \$1.25 n.

Mystery of a woman who was found dead in her room in a London hotel, who was afterwards met in the street by an acquaintance, and later still was seen to jump from the Thames Embankment into the river below; in search of whom her husband motored through England, and for whose murder he was arrested during his tour: all worked out to the satisfaction of the reader.

**Innes-Browne, Mrs.** Little Donald; il. by F. Ross Maguire. N. Y., Benziger. 13+156 p. pls. D 75 c.

Tale of a child who, born of a noble Scotch family, became lost to them in a strange manner and was restored after much suffering.

**James, W:** Dictionary of the German and English languages. 43d ed., entirely rewritten and enl. N. Y., Macmillan. 12+534+592 p. 12° \$1.50 n.

**James, Winifred [Mrs. H: de Jan].** A woman in the wilderness. N. Y., Doran. 290 p. O \$2 n.

Intimate letters describing the emotions and philosophy of the tropics. Written by an English woman of pluck and humor, married to an American and exiled in the wilderness of Panama.

**Jefferson, C: E.; D.D.** Quiet talks with the family. N. Y., Crowell. c. 187 p. D \$1 n.

Speaks in turn to each member of the home circle, about the simple virtues and their place in complex modern life.

**Jessup, Wa. Alb.** The teaching staff. Cleveland, O., Cleveland Foundation Survey Committee. c. 114 p. diagrs. tabs. D 25 c.

**Johnson, Fenton.** Songs of the soil. N. Y. [The author, 35 W. 131st St.] c. 3+39 p. S 50 c. n.

**Jusserand, Jean Adrien Antoine Jules.** With Americans of past and present days. N. Y., Scribner. c. 9+350 p. O \$1.50 n.

Distinguished French ambassador to the United States, writes, in English, about phases of our history, some of which have a peculiar interest to him as a Frenchman. Chapters on Rochambeau in America, L'Enfant and the City of Washington, George Washington and the French, Abraham Lincoln; and three recent addresses, The Franklin medal, Horace Howard Furness, and From war to peace.

**Keith, Eliza D.** Outlines of California history. San Francisco, W. N. Brunt [878 Mission St.]. c. 16 p. 8° 10 c.

**Kerner, Rob. Jos.** The foundation of Slavic bibliography; published for the Bibliographical Society of America. Chic., Univ. of Chic. c. 39 p. O pap. 50 c. n.

**Kilbourne, F: W.** Chronicles of the White Mountains. Bost., Houghton Mifflin. c. 32+433 p. il. pls. O \$2 n.

Historical side of the subject, about which less has been written than about the scenic. Gives Indian legend, and the main events of exploration, settlement, and development into a vacation region.

**King, Melvin Eug.** Heaven's magnet for a world conquest; key to our success; it reveals European conflict as an Anglo-Israel war. Waverly, Mass., The author. c. 18+316 p. por. 12° \$1

**Kirkland, H. S.** Expression in singing; a practical study of means and ends. Bost., Badger. c. 161 p. D \$1 n.

Study of emotional concepts and the vocal means by which they are to be manifested. Outlines plan for the development of individuality in singing.

**Kittredge, G: Lyman.** Shakspeare; an address delivered on April 23, 1916, in Sanders Theatre, at the request of the president and fellows of Harvard College. Cambridge, Mass., Harvard Univ. c. '15 60 p. S 50 c. n.

A study of Gawain and the Green Knight. Cambridge, Mass., Harvard Univ. c. 8+323 p. (17 p. bibl.) 8° \$2 n.

**Knox, Helen.** Mrs. Percy V. Pennybacker; an appreciation. N. Y. and Chic., Revell. c. 192 p. il. pls. pors. D \$1 n.

Sketch of the life, character and work of the retiring president of the Federation of Women's Clubs.

**Krebs, H: C.** Reaching the children; a book for teachers and parents; with an introd. by Calvin N. Kendall. N. Y., A. S. Barnes Co. c. 6+127 p. S 54 c.

Suggests points of contact between teacher and pupil through recitation, playground, industrial training, and direct moral instruction. Author is superintendent of schools, Somerset County, N. J.

**Kulamer, J:** The gift of mind to spirit. Bost., Sherman, French. c. 227 p. D \$1.35 n.

Aims to bridge the chasm between religion and science and to express a common sense view of life. Treats of the conflict between religion and science, of the first principles of metaphysics and psychology in the light of modern scientific theories, of individual immortality, of principles of common sense ethics.

**Lake, Philip.** Physical geography. [N. Y., Putnam.] '15 20+324 p. il. pls. maps (1 fold.) diagrs. 8° \$1.90 n.

**Lane, Ralph Norman Angell [Norman Angell, pseud.].** The dangers of half-preparedness; a plea for a declaration of American policy; an address. N. Y., Putnam. c. 129 p. D bds. 50 c. n.

Proposes that the United States should declare its foreign policy, which it is now making preparations to defend. Holds that if we get the armament first, and the policy second, the armament will not secure the peace we expect.

**Lang, And., ed.** The nursery rhyme book; il. by L. Leslie Brooke. N. Y., Warne. c. 288 p. pls. 8° rev. price. \$1.50 n.



- Larson, Christian Daa.** Nothing succeeds like success. N. Y., Crowell. c. 80 p. S 50 c. n.  
Short statement of why the old axiom is true.
- Latham, E:** A dictionary of abbreviations, contractions and abbreviative signs. N. Y., Dutton. 126 p. Tt leath. 50 c.
- Legg, Alb. D.** Rapid calculator for earned and unearned premiums. Balt., Calculator Co. c. 14 p. obl. 4° \$2
- Lewis, Calvin Leslie.** A handbook of American speech. Chic., Scott, Foresman. c. 240 p. il. 12° 80 c.
- Literary Clinic, Buffalo.** Shakespeare studies; papers read before the Literary Clinic. Buffalo, N. Y. [The author] c. 156 p. 8° 75 c.
- Lummis, E: W:** How Luke was written (considerations affecting the two-document theory with special reference to the phenomena of order in the non-Markan matter common to Matthew and Luke). [N. Y., Putnam.] '15 8+142 p. 12° \$1.35 n.
- Lutz, R. R.** The metal trades. Cleveland, O., Cleveland Foundation, Survey Committee. c. 129 p. il. pls. diagrs. D 25 c.
- Lyle, Marius.** Unhappy in thy daring. [N. Y., Putnam.] c. 5+501 p. D \$1.35 n.  
Received the Melrose prize of £250, in 1916. Contrasts the characters of Shelagh Lynch, a generous hearted Irish beauty, and of her half sister Hester. Shelagh married Rupert Standish, whose personal charm was the best thing about him. Hester came to live with them. Shelagh tried to share her fortune with Hester, and to further her ambitions as a linguist. The intrigue between Rupert and Hester finally over-reached itself, ending in Hester's suicide.
- McClellan, G: Marion.** The path of dreams [verse]. Louisville, Ky., J. P. Morton & Co. c. 76 p. O \$1.50
- MacDonald, Alb. J.** Selected interiors of old houses in Salem and vicinity; ed. and pub. with the purpose of furthering a wider knowledge of the beautiful forms of domestic architecture developed during the time of the Colonies and the early days of the Republic. Bost., Rogers & Manson Co. [85 Water St.] c. 55 p. il. pls. 4° (Monograph ser. on subjects pertaining to architecture and allied interests) \$1
- McGloin, Fk.** The mystery of the Holy Trinity in oldest Judaism. Phil., J. J. McVey [1229 Arch St.] c. 13+232 p. 12° \$1
- Mackenzie, Jean Kenyon.** Black sheep; adventures in West Africa. Bost., Houghton Mifflin. c. 7+313 p. il. pls. D \$1.50 n.  
Letters to her father from a young missionary in the African jungle. Book not only describes the people and their life, but shows an appreciation of their personalities; and fully expresses the mental excitement that comes from contact with minds and ideas so different from one's own.
- McLaurin, Kate L.** The least resistance. N. Y., Doran. c. 374 p. D \$1.25 n.  
Had Evelyn Lane married the man of her own kind who would have kept her safe, she would have been happy. Instead she chose Bob Waters, drunkard and fifth rate actor. When she finally left him the stage, for whose struggles she was not fit, was the only way she knew of making money. She had no love for acting, she just drifted along the way of least resistance. She had one success in the profession, and died before her beauty faded.
- MacPherson, Stewart i. e. C: Stewart.** The musical education of the child; some thoughts and suggestions for teachers, parents and schools. Bost., Bost. Music Co. c. 5+77 p. O 80 c. n.  
Outlines aims, meaning and value of modern musical education.
- Manchester, Raymond Earl.** The trial of the indoor outer. Menasha, Wis., G. Banta Pub. c. 47 p. D 50 c.  
A fisherman's fireside reveries, reprinted from different periodicals.
- Marden, Orison Swett.** Making life a masterpiece. N. Y., Crowell. c. 329 p. D (Marden efficiency books) \$1 n.  
*Partial contents:* Practical dreamers; The triumph of common virtues; The curse of indecision; Bettering our best; The will to succeed; The secret of happiness; Living in the finer senses.
- Marks, Lionel Simeon, ed.** Mechanical engineers' handbook. N. Y., McGraw-Hill. 1800 p. il. diagrs. 16° leath. \$5 n.
- Marquis, Don.** The cruise of the Jasper B. N. Y., Appleton. c. 7+318 p. D \$1.30 n.  
Under the crust of a commonplace newspaper editor, Clement J. Claggett is a volcano of romance. All his life he has dreamed the wildest dreams. This is the story of his unexpected acquisition of half a million. He takes his hat, tells the boss all the unpleasant facts about him and the paper that he has wished to state for years, and goes forth in search for adventure. He buys the *Jasper B.*, engages a crew. But before he can put his life dreams into action a thousand and one things happen, more remarkable than he has ever pictured.
- Maurel, André.** A month in Rome; auth. English ed., tr. by Helen Gerard; with 116 il. and 32 maps. N. Y., Putnam. c. 21+401 p. pls. D \$1.75 n.  
As in author's earlier volumes, the "Little cities of Italy," one is led from point to point by a *cicerone* who blends history, art, and description in an interesting narrative.
- Meloney, W: Brown.** The heritage of Tyre. N. Y., Macmillan. c. 180 p. front. S bds. 50 c. n.  
Now is the time, says this author, for the United States to take its rightful place once more on the high seas. "Either wit shall seize this opportunity forthwith or else our sea folly of the past will continue a hostage to the future to be delivered only, if at all, by the edge of a crimson sword."
- Mereness, Newton Dennison, ed.** Travels in the American Colonies; ed. under the auspices of the National Society of the Colonial Dames of America. N. Y., Macmillan. c. 6+693 p. O \$3 n.  
Collection of hitherto unpublished manuscripts, whose authors were either officers on tours of inspection, or men of affairs attending to important business, while in one instance they were a party of immigrants removing to a new home in the wilderness.
- Military (The)** law and efficient citizen army of the Swiss. Wash., D. C., Gov. Pr. Off. 79 p. pl. 8°
- Military Training Camps Assn.** Views of first training regiment at Plattsburg, N. Y., 1915; U. S. Regular Army camps of instruction for business and professional men. [Poughkeepsie, N. Y., The association, care Thompson Photo Co.] c. 98 p. il. pors. obl. 8° \$2
- Miller, Alb. Arth.** Circleometry. Des Moines, Ia., Homestead Co. [301 Locust St.] c. 16 p. diagrs. 8° 60 c.

**Miller, Harvey Willard, and others.** Mechanical drafting; rev. in 1915 by the Dept. of General Engineering Drawing, in the University of Illinois. (Original ed. by H. W. Miller.) Peoria, Ill., Manual Arts Press. c. '15 224 p. il. tabs. diagrs. 12° \$1.50

**Missouri. University. School of Mines and Metallurgy. Library.** List of references on concentrating ores by flotation; comp. by Jesse Cunningham. [Columbia, Mo., The university.] 106 p. il. 8° (School of Mines and Metallurgy bull.)

**Moffat, E: Stewart.** Go forth and find; il. by Lester Ralph. N. Y., Moffat, Yard. c. 370 p. col. pls. D \$1.35 n.

Brought up on what a young woman in her position should do, Edith Welles should have known better than to leave Rittenhouse Square for work-a-day New York. Once there her adventures, trials, disappointments and new pleasures were worth the venture. About the same time a rich man's son did as she had done, and Fate put them in the same office. At the end both their patrician families were pleased.

**Mordaunt, Elinor [pseud. for Mrs. Evelyn M. Clowes Wiehe].** The family. N. Y., J: Lane. c. '15 327 p. D \$1.35 n.

An English country squire and his numerous progeny, who were distinct and individual, only two having a bond of real sympathy. Novel is concerned mostly with the way they front the outer world as one, their lives irredeemably and pathetically interwoven.

**Morgenstern, Louise I.** Lip-reading for class instruction. N. Y., Hinds, Hayden & Eldredge [11-15 Union Sq.] c. 32+162 p. 8° 80 c.

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**Nagelschmitt, Rev. Heinrich Franz.** The signs of the times; a course of lenten sermons. N. Y., J. F. Wagner. c. 69 p. 8° 40 c.

**National Shippers Assn.** New York book; express, parcel post, freight; a complete postal guide, corrected to Jan. 1, 1916, showing the parcel post rate from Manhattan and Bronx to every post office and postal substation in the United States; a complete express guide; corrected to Jan. 1, 1916, showing the express rates from Manhattan and Bronx to every express office in the United States; a practical freight guide, showing one direct route from New York, carefully selected, with only interests of the shipper in view; comp. and ed. under the direction of Clayton J. Woodworth. N. Y., The association, Hudson Terminal Bldg. c. 576 p. D \$6

**Naylor, H: Darnley.** More Latin and English idiom; an object-lesson from Livy xxxiv. 1-8. [N. Y., Putnam.] 8+220 p. 12° \$1.10 n.

**Neuhaus, Eugen i. e. Karl Eugen, and others.** Panama-Pacific International Exposition. In 4 v. San Francisco, Elder. '15 collec-

tor's ed. \$10 n. bxd., formerly \$7.50 n.; fine arts ed. \$22 n. bxd.

**New York [City]. Metropolitan Museum of Art.** Catalogue of an exhibition of early Chinese pottery and sculpture; by S. C. Bosch Reitz. N. Y. [The museum, 82d St. and Fifth Ave.] c. 27+139 p. il. pls. 4° \$1

The tomb of Perneb; with illustrations. N. Y. [The museum] c. 79 p. map plans 8° 10 c.

**Norton, Grace Fallow.** What is your legion? Bost., Houghton Mifflin. c. 37 p. D pap. 25 c. n.

**Numismatic Bank of Texas.** The star coin encyclopedia, 14th ed., containing large lists of ancient, medieval and modern coins of the world from 600 B. C. down to the present time; about 2000 il., together with valuable and authentic information and specially prepared articles on coins and coinage, showing prices guaranteed to be paid for same. Fort Worth, Tex. [The author] c. 206 p. 12° \$1

**Olmstead, Florence.** Father Bernard's parish. N. Y., Scribner. c. 302 p. D \$1.25 n.

Novel's background is not metropolitan New York, but one of those little, almost autonomous communities that exist in the poorer sections of the great city, in this case about Columbus Ave. and 100th St. Its love affair is a triangle of three nationalities, in which the Irish expressman wins over the Italian contractor and the American butcher. Through it all moves the high-minded, liberal priest who shepherds them all.

**O'Neill, Arth. Barry.** Clerical colloquies, essays and dialogues on subjects sacerdotal. Notre Dame, Ind., University Press. c. 270 p. 12° \$1

**Oppenheim, E: Phillips.** Mr. Marx's secret. Bost., Little, Brown. c. 314 p. 12° \$1.30 n.

**Osborn, Herb.** Agricultural entomology for students, farmers, fruit-growers and gardeners; il. with 252 engravings and a col. plate. Phil., Lea & F. c. 4+347 p. 8° \$2

**Palmer, J: Leslie.** The king's men. N. Y., Putnam. c. 8+311 p. D \$1.35 n.

Story with a war-time setting, which does not take the reader to the front, but shows instead the inner transformation that the war wrought in a group of young men who had been dilettante in all their pursuits. One by one they change their views and enlist. The dramatic points are the revolt of Henry and Agnes Smith against their father's feudal tyranny. Henry asserts his own industrial views; and Agnes snatches a day's happiness with the man she loves before he leaves for France, never to return.

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Canfield Genealogy, Pub. New Haven, Conn., 1897.

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Rosetti, Goblin Market, 16mo, cloth, London, 1862.  
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Adventures Tyll Owglass, 1860.  
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Sibly's Illustrations of Celestial Science and Astrology, 1784.  
Raphael's Almanacks prior to 1840.  
*Burlington Magazine*, Sept., 1915.  
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Stevens' Epistles of Paul in Modern English.  
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India, What Can It Teach Us? Muller.  
Nojoque, H. R. Helper, 1867, Carleton.  
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 Botanical Exercises, Amos Eaton, 1820.  
 David Hasack's Syllabus Botany Lectures, Reprinted 1814.  
 Laura Johnson Botanical Teacher, Second Edition, 1840.  
 Mrs. Lincoln, Lectures on Botany, 1897, c. 1885.  
 Chas. H. Clark, Outlines of the Classification of Plants, with elementary exercises in Botany, Durham, N. H., 1895.  
 E. S. Burgess, Guide to the Student in Botany, Phila., 1887.  
 E. Davis, Lesson in Botany, 1820.  
 Nellie Everson, An Outline for Plant Study, 1897.  
 The Gray Nunnery.

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 Physical Culture, Aug., Sept., Oct., 1915.

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 Precious Thoughts, Ruskin, with subject index, Wiley & Son, 1890.

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South African Sporting, Harris.  
 South African Animals, Daniels.  
 African Kaffirs, Angas.  
 Ceylon Sketches, Daniels.  
 New Zealanders, Angas.

C. N. Caspar Co., 454 East Water, Milwaukee, Wis.  
 Legler, Leading Facts in Wis. History.  
 Hazeltine, Sable Loreha.  
 Leupp, In Red Man's Land.  
 Herbart, Textbook of Psychology.  
 Townsend, Great Schoolmen of the Middle Ages.  
 Weber, Partielle Differential-Gleichungen, 2 vols.  
 Weber, Das Pfaff'sche Problem.  
 Wales, Yoke.

W. G. Chapman, 118 N. La Salle St., Chicago, Ill.  
 Saturday Night Magazine, 1879-1894.

Chicago Medical Book Co., Congress & Honore Sts.,  
 Chicago.

Pilz, Life Sized Manikin, Male and Female.  
 Gross, Surgery.

Cincinnati Law Library, Court House, Cincinnati, O.  
 Treasury Decisions under Internal Revenue Laws,  
 vols. 13 and 14, Washington, 1910-11.

The City Library Association, Springfield, Mass.  
 Dew, Louise E., Entertainments for all seasons,  
 Moore, 1904.  
 Barton, W. F., Pine Knot.  
 Barrie, J. M., When a Man's Single.  
 Barr, Robert, Triumphs of Eugene Valmont, 2 copies.  
 Barnes Grundy, Mrs. Hilary on Her Own, 2 copies.

The Arthur H. Clark Co., Caxton Bldg., Cleve-  
 land, O.  
 Broughton, Good-Bye, Sweetheart.  
 Platt, Municipal Government in Liverpool, intro.  
 charters and documents.  
 Lahontan, Supp. aux Voyage d'Amerique, La Haye,  
 1703.  
 Independent Review, vol. 7.  
 Architectural Review, Boston, vols. 1-8.  
 Rush, Residence at Court of London, 2d ser., 2 vols.  
 Amer. Criminal Reports, comp. set.  
 Phila. Acad. Nat. Science, Proceedings, 1845-91.  
 Miles, Old Chimney Stocks of E. Haddam, Conn.  
 Amer. Railroad Journal, set or runs.  
 Franklin Co., Mo., any books on.  
 Daniel, Campaigns and Battles of Gettysburg.  
 Butterfield, Expedition against Sandusky under  
 Crawford in 1782.  
 Butterfield, Washington-Crawford Letters.  
 Choctaw Indians, anything on, or in Choctaw lan-  
 guage.  
 Hunt's Merchants' Magazine, vol. 43.  
 Watson, Not to the Swift.

## A. S. Clark, Peekskill, N. Y.

Fornander's Polynesian Race, 3 vols., 1878.  
 Burlington Magazine, vol. 12, 1908.  
 Levi Coffin's Reminiscences, Cin., 1876.

The John Clark Co., Euclid & 55th St., Cleveland, O.  
 Brockway, Fifty Years in Journalism.  
 Bibliographer, a Journal of Book-lore, vols. 1 to 6.  
 Clowes, Black America.  
 Dyer, Recollections of an Active Life.  
 Ferrall, Ramble of 6000 Miles Through U. S.  
 Hunnicutt, The Conspiracy Unveiled.  
 Jacobi, Books on Printing.  
 Keyes, Fifty Years Observation of Men and Events.  
 Plutarch's Lives; trans. by Thos. North; an edition  
 before 1650.  
 Ray, Repeal of the Missouri Compromise.  
 Raum, The Existing Conflict.  
 Stowe, Key to Uncle Tom's Cabin.  
 Boies, Science of Penology.  
 Chapin, Municipal Sanitation in the U. S.  
 Elmendorf, Outlines of Lectures on the History of  
 Philosophy.  
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 Payne, History of European Colonies.  
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 Russell, Critical Exposition of the Philosophy of  
 Leibnitz.  
 Sears, Principles and Methods of Literary Criticism.  
 Tyrrell, Cicero Correspondence, vol. 5 only.  
 Butterfield, History of the Girtys.  
 Butterfield, Crawford's Expedition against Sandusky.  
 Calef, Robert, More Wonders of the Invisible World,  
 1700.

Cotton, John, Anything by.  
 Darlington, Fort Pitt.  
 Dillon, Oddities of Colonial Legislation.  
 Dowden, Puritan and Anglican.  
 Dedham, Mass., Historical Register, vols. 1 to 3.  
 Firelands Pioneer, any vols. or nos.  
 Filson Club Publications, nos. 1, 3 and 4.  
 Freemasonry, Anything relating to, at reasonable  
 prices, describe fully.  
 Joe Miller's Jests.  
 Owen, Memoir on the Mylodon.  
 Popular Science Monthly, Nov. and Dec., 1899.  
 Thomson, Interpretation of Nature.

W. B. Clarke Co., 26 & 28 Tremont St., Boston.  
 St. Augustine and His Age, McCabe, Jos.

## Colesworthy's Book Store, Boston, Mass.

Romance Magazine, vol. 1, no. 1, about 1890.  
 Prophecies of St. Columbkil, O'Kearney.  
 Sketching from Nature, Parkhurst.  
 The Trojan War.  
 Masque of the Shadows, John Payne.  
 Fantastics, McDonald.  
 Life of Bishop Patterson, Yonge.  
 Luce's Seamanship.

## Colgate University Library, Hamilton, N. Y.

Old Schools and Text-books, Clifton Johnson.  
 Literary Digest, vol. 1.  
 Nation, vol. 1.  
 World To-day, vols. 1-4.

Columbia University Press Bookstore, 2960 Broad-  
way, New York.

Edgeworth, F. Y., Mathematical Cycles.  
 Encyclo. Britannica, Handy vol., ed. cloth.  
 Moody, W. V., Complete Poems and Plays.  
 Dewitt, Impeachment and Trial of Andrew Jackson.  
 Firth, Furnace of Iron.

## Irving S. Colwell, 99 Genesee St., Auburn, N. Y.

Century Dictionary.  
 Encyclo. Britannica, 11th ed., orig. and cheap ed.  
 Simm's Works, 17 vols.  
 Cunningham's Anatomy.

## Conder's Bookstore, 366 Fifth Ave., New York.

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Pliny on Witchcraft.  
Merivale's History of the Roman Republic, London ed.  
Gautier's Mlle. de Maupin, Vizetelly's ed.  
Debryne's Moechialogia, English or Latin text.  
Judge Story's Commentaries, 2 vols., 1891.  
Boccaccio, 3 vols., Florentine ed.  
Parson's New Light from the Great Pyramid.  
Lockhart's Ancient Spanish Ballads, 1841 or 1842.  
Owen Jones's Grammar of Ornament, sm. fol.  
Lala's The Philippine Islands, several copies.  
Lysistrata, illus. by Beardsley.  
Roddick's General History of the World.  
Sybel's History of French Revolution, 4 vols.  
Lind's Marvellous Story of Man.  
Gissing's Workers in the Dawn.  
Fawcett's Ellen Stow, False Friend, Solarion.  
Self-Formation, History of Individual Mind.  
Morris's Icelandic Sagas, 6 vols.  
Hanish, Inner Studies, 1904, second-hand copy.  
Chanson de Roland, illus., royal 8vo., Paris.  
Stevenson's Virginibus Puerisque, London, 1881.  
Repton's Landscape Gardening, Boston, 1907.  
Jowett's Plato, 5 vols., 1892, cloth.  
Forney's Catechism of the Locomotive.

## Cornell Co-operative Society, Ithaca, N. Y.

Mrs. O'Connor's Index to the work of Shakespeare.

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Schultze, Organic Coloring Matter.  
Back issues of French Dramatic Papers.

## Cox Book Co., 47 W. 125th St., New York.

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At the Rising of the Moon, Frank Mathews.  
Life of Paul Lawrence Dunbar.

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Three Stranded Yarn, Russell.

H. S. Crocker Co., 565-571 Market St., San Francisco.  
Omar the Tentmaker, not the play.

## R. W. Crothers, 122 E. 19th St., New York. [Cash.]

Howard's Poems on Friendship:

## M. Curlander, 26 S. Gay St., Baltimore, Md.

Shepard's U. S. Citations, Permanent Supp., Oct., 1914.

## Cut Rate Book Co., 21 E. 3d St., Cincinnati, Ohio.

St. Nicholas, Dec., 1894, 25c.  
Science, July 26, Nov. 22, 1895, Oct. 5, 1900, 25c. each.  
Sunset, May, 1906, 15c.  
Theatre, Jan., 1911.  
Scientific Amer. Supp., Apr. 30, July 9, 1898; June 24, 1899; Aug. 17, 31, Nov. 30, 1907.

## Davis' Bookstore, 47 Vesey St., New York.

Walpole's Letters and Memoirs.  
The Tatler.

## Dawson's Book Shop, 518 So. Hill St., Los Angeles, Cal.

Jackson, Ramona, first edition.  
Van Dyke, Millionaires of a Day, 1890.  
Hinton, Fourth Dimension.  
Davis, Sixty Years in California.  
Theatre Magazine, 1902 on, bound set or vols.  
Bridge, Sur, Confessions of a Clubwoman.  
Milmine, Life of Mrs. Eddy.  
Hartman, In the Pronans of the Temple.

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Bible Slavac text.

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Nathalie, Kavanaugh.

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## DeWolf &amp; Fiske Co., 20 Franklin St., Boston.

Newkirk, Quest of the Blue Diamond.

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Walden, Great Meaning of Metanoya.

## Dixie Book Shop, 41 Liberty St., New York.

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Bond value tables.

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Stetson, Vital Issues.

Grant, Numerical Bible.

Brewer's Henry the VIIIth.

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Sons and Fathers, Harry Stillwell Edwards.  
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The Great Divide.

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Works of John Burroughs, vol. 1, blue cloth.

Dickens' Standard Ed. J. B. L., odd vols.

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Bean, Dr. T. H., Food and Game Fishes of New York, 2 vols.

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Benjamin, Asher, Builders' Companion.

Borden, S., The Arab Horse.

Boy Wanderer, The, Lippincott.

Braddon, M. E., Novels, set.

Brunet, Manual Du Libraire.

Caffin, An Old Sailor's Yarns.

Carlyle, Letters and Memorials.

Cleveland, R. J., In the Forecastle.

Corey, Allen, Gazetteers of Washington Co., N. M.

Schuylerville, 1849-50.

Cozzens, F. S., American Yachts and Portfolio.

Crutchley, My Life at Sea.

Cunningham, A., Paul Jones, 3 vols., 1826.

Davis, Plymouth Memoirs of an Octogenarian.

Dwight, Turkish Life in War Time.

Egle, Notes and Queries, 1st series, vols. 1 and 2,

2d series, vol. 1, nos. 1 to 87 or complete vol., 4th

series, vol. 2.

Frazer, Golden Bough, 2nd ed., 2 vols.

Garnett, Mysticism and Magic in Turkey.

Garnett, Women of Turkey and Their Folk Lore.

George, W. L., Bed of Roses.

Gerarde, J., The Herball.

Heidelburg: Its Princes and Palaces, 1906. Dutton.

Grimshaw, New Guinea, Lippincott.

Halid, Diary of a Turk, Macmillan.

Hughes, Tom Brown's Schooldays and Tom Brown at

Oxford, illustrated editions.

Kirke, Rear Guard of Revolution.



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 Lacroix, Costume Historique de la France.  
 Langlois, A. B., Catalogue Provisoire de Plantes Phanerogames et Cryptogames de la Basse Louisiane.  
 Life in California "By an American," New York, 1846.  
 Masters, Spoon River Anthology, first edition.  
 Meynell, W., Benjamin Disraeli, Appleton.  
 Morgan, North American Fungi, 1889, 1890 and 1892.  
 Morse, Furniture of the Olden Time.  
 New York Directories for 1786 and 1833, reprints or original editions.  
 Parkinson, J., Paradisi in Sole Paradisus Terrestris.  
 Patterson's Ill. Nautical Ency.  
 Payson-Arnold, T., Historic Side Lights.  
 Pearse Family, works relating to.  
 Philadelphia, old colored views.  
 Philistine, The, vols. 1-8.  
 Robert, First Spanish Book, Dutton.  
 Smith, F. E., International Law, first and third editions, J. M. Dent.  
 Stevenson, Robert Louis, A Child's Garden of Verses, illustrated by Jessie Wilcox Smith, Longmans and Scribner's, 1905.  
 Stone, W. M., Bookplates of To-day.  
 Twain, M., What is Man?, first edition.  
 Underwood, North American Hepaticae, 1883.  
 Williams, On Many Seas.

## W. C. Edwards, Sibley Block, Rochester, N. Y.

Moore, Impressions and Opinions.  
 Radot, Life of Pasteur.  
 Milmine, Mary Baker Eddy.  
 White, Warfare of Science and Theology.

## Eerdmans-Sevensma Co., 513-515 Eastern Ave., S. E., Grand Rapids, Mich.

Ridpath, History of the World.

## Paul Elder &amp; Company, 239 Grant Ave., San Francisco, Cal.

Walt Whitman's Works, 10 vols., Camden edition, 644.  
 Pans, Past and Present, *International Studio*, 550.  
 Emery, Bird, Thayer, 25 Madison Ave., New York  
 G. E. White, Life Lines.

## George Engelke, 855 N. Clark St., Chicago, Ill. [Cash.]

Bob Burns, large paper ed., Kilmarnock, 1867, by J. McKir, only 50 copies printed.  
 March, Thesaurus.  
 Rob. Taylor, Devil's Pulpit.  
 Silberrad, Enchanter.

## Fike &amp; Fike, 307 4th St., Des Moines, Iowa.

Capt. Bogartas, Receipt Book.  
 Encyclopædia Britannica, vol. 18, 9th ed.  
 Book on Angora Cats.

## H. W. Fisher &amp; Co., 1629 Chestnut St., Philadelphia.

Lancaster, Churches and Homes of Virginia.  
 Ian Maclaren, Graham of Claverhouse.  
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 Putnam, Wind in Clearing.  
 Putnam, Old Dorset Tales.  
 M. Baring, Diminutive Dramas.  
 Symonds, Italian Renaissance, 1st eds.  
 Thomas Cooper's Pamphlets, 1700.  
 Lake Geneva, Black Color Series.  
 Ireland, Black Color Series.  
 Kent, Black Color Series.  
 Paul, Herald of Cross, F. M. Kingsley.  
 M. Sangster's, Women of the Bible.  
 Man of Pleasure, Ralph Nevill.  
 Tod Sloan, by himself, Brentanos.

## Flatbush Booke Shoppe, 73 Flatbush Ave., Brooklyn, N. Y.

Crawley, Tree of Life, London, 1905.  
 The Mystic Rose, London, 1902.  
 Didrons, Christian Iconographie, London, 1851, vol. 2.

## P. K. Foley, 9 Hamilton Pl., Boston, Mass. [Cash.]

Aesop, G. Washington, Fables, N. Y., 1878.  
 Canada, National Ballads of, Montreal, 1865.  
 Darby's Return, a Play, N. Y., 1787.  
 Dickens, Lamplighter's Story, etc., Peterson.

## P. K. Foley.—Continued.

Dickens, Hunted Down, Peterson.  
 Dickens, Sister Rose, Peterson.  
 Dickens, Perils of English Prisoners, 1858.  
 Dickens, Phila. reprints previous to 1871.  
 Dunlap, The Father, a comedy, 1789.  
 Dunlap, Andre, a Tragedy, 1798.  
 Dunlap, Virgin of the Sun, 1800.  
 Dunlap, False Shame, 1800.  
 Dunlap, other plays.  
 Early books and pamphlets on California.  
 Early Western Travels, Narratives, etc.  
 Indian Captivities, narratives, etc.  
 James, Daisy Miller, N. Y., 1879.  
 James, Watch and Ward, 1878.  
 James, Passionate Pilgrim, 1875.  
 James, Roderick Hudson, 1876.  
 Jeames's Diary, N. Y., 1846.  
 Flint, Timothy, any writings of.  
 Kipling, Dinah Shadd, N. Y., 1890.  
 Kipling, Out of India, 1895.  
 Kipling, Afta the Funnel, Dodge, 1909.  
 Lanier, S., Tiger Lilies, 1867.  
 Lanier, Poems, 1877.  
 World Almanac for 1879, N. Y.  
 Aldrich, Poetical Works, large paper, vol. 1.  
 Longfellow, Christus, vols. 1, 2, state color.  
 Belknap's Hist. of N. H., vols. 1, 2, 1784-91.  
 Catlin, Indians, N. Y., 1842, vol. 1.  
 Cooper, Precaution, 1820, vols. 1, 2; Spy, 1821, vols. 1, 2; Pioneers, 1823, vol. 2; Pilot, 1823, vol. 2; Lincoln, 1825, vol. 1; Mohicans, 1826, vol. 1; Prairie, 1827, vol. 2; Red Rover, 1827, vol. 1; Wish-ton-Wish, 1829, vol. 1; Water Witch, 1831, vols. 1, 2; Sketches: France, 1837, vol. 2; Italy, 1837, vols. 1, 2; Deerslayer, 1841, vols. 1, 2; Wing and Wing, 1842, vols. 1, 2; Wyandotté, 1843, vols. 1, 2; Miles Wallingford, 1844, vols. 1, 2, 3, 4; Elinor Wyllys, 1846, vol. 1; Naval Biography, 1846, vol. 1; Redskins, 1846, vols. 1, 2; Crater, 1847, vol. 2; Jack Tier, 1848, vols. 1, 2; Oak Openings, 1848, vol. 2; Chainbearer, 1845, vols. 1, 2; Ned Myers, 1843.  
 Federalist, 1788, vol. 1.  
 Gregg, Commerce of the Prairies, 1845, vol. 2.  
 Hall, Sketches of the West, 1835, vol. 1.  
 Howison, Hist. of Va., Phila., 1846, vol. 2.  
 J. B. Jones, Wild Western Scenes, no. 4, or all.  
 L. P. Lowell, Works, vols. 5, 6, 7, 8, 9, 10.  
 Mayer, Mexico, 1853, vol. 2.  
 Mexico, Life in, Boston, 1843, vol. 1.  
 Parkman, Oregon Trail, 1849, vol. 1.  
 Parley, Universal History for Schools, 1837, vol. 1.  
 Poe, Tales, 1840, vol. 1.  
 Sabine, Loyalists, Boston, 1864, vol. 1, 8vo, cloth.  
 Squier, Nicaragua, 1852, vol. 1, cloth.  
 W. L. Stone, Tales, N. Y., 1834, vol. 1.  
 Taylor, El Dorado, 1850, vol. 1.  
 Theller, Canada, Phila., 1841, vol. 1.  
 Thompson, Green Mountain Boys, 1839, vol. 2.  
 Thornton, Oregon, 1849, vol. 1.  
 Verreau, Invasion du Canada, 1871, vol. 1.

## W. Y. Foote Co., Syracuse, N. Y. Holmes' Travelogues.

Fowler Bros., 747 S. Broadway, Los Angeles, Cal.  
 A. Mahony, The Four Masters.  
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 Daphnis & Chloë, Unexpurgated translations.

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Grant Allen, Flowers and Pedigrees.  
 Grant Allen, Flashlights of Nature.  
 Grant Allen, Force and Energy.  
 Grant Allen, Vignettes from Nature.  
 Hubbard, Insects affecting Orange, Wash., 1885.  
 Chesney, Shakespeare as Physician, St. Louis, 1884.

## Free Public Library, Jersey City, N. J.

Beard, Animal Book and Camp Fire Stories.  
 Burgess, Little Sister of Destiny.  
 Croker, Rolling Stone.  
 Kildare, My Mamie Rose.

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J. Gardner, 18 Broughton St., E., Savannah, Ga.

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Geary Book and Office Supply Co., Inc., 22 E. Market St., Wilkes-Barre, Pa.

Motti's Italian Dictionary.

Mark Twain, early publications.

C. Gerhardt, Bronxville, N. Y.

Memoirs of Vidocq, 4 vols.

Grilé, The Fiend's Delight.

Grilé, Cobwebs from an Empty Skull.

William J. Gerhard, 2005 Brandywine St., Philadelphia, Pa.

Hall, Illus. Devonian Fossils.

Tuomey & Holmes, Pliocene Fossils So. Car.

Botanical Gazette, set or run.

Contributions, U. S. Nat. Herbarium, no. 1; vol. 7,

t. p. and index; vol. 10, no. 8.

Report N. Y. State Museum, 17th.

Entomological News, vols. 1, 2.

The J. K. Gill Co., Portland, Ore.

C. R. Graham, Under Both Flags, pub. Monarch

Book Company.

Life of Mary Baker G. Eddy, Doubleday, Page Co.

Ginn & Co., 70 Fifth Ave., New York.

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Ariel, The Negro.

Miller, Bonnie Dora.

Page, Red Rock.

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The Gleason Book Co., 104 Jay St., Schenectady, N. Y.

Elements of Analytical Geometry and Calculus, Elias Loomis.

After Dinner Stories, Simeon Ford.

Goldman's Book Store, 424 S. Dearborn St., Chicago.

American Newspaper Directory.

Edyth Wyatt, Everyone His Own Way.

Scrap Book Magazine, any nos.

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Laurence J. Gomme, 2 E. 29th St., New York.

Stephen Crane's Open Boat.

The Attack and Defense of the Little Round Top, Neale Publishing Co.

Goodspeed's Book Shop, 5a Park St., Boston, Mass.

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Marching Morrows, vol. 1.

Naval Monument, 1861.

N. E. Hist. and Gen. Reg., vols. 15-22, or separate vols or nos.

Reynolds, History of Illinois.

Rollo's Journey to Cambridge.

Santayana, Sonnets.

Washington's Works, ed. by Ford.

Weston, Mass., Tax Lists.

Genealogies: Blake, Wm., of Dorchester; Conant, 1887; Gifford, 1896; Hoyt, 1857; Jolliffe, 1893;

Marston, 1888; Montgomery, 1863; Newcomb, 1874; Pillsbury, 1898; Swartwout; Van Wagenen, 1884.

Art and Letters, set or odd vols.

Bradford, Manuscripts, photo, facsimile.

Carman, Bliss, Ballads of Lost Haven, 1st ed.

Cleveland, Voyages of Merchant Navigator, Harper.

Galt, John, Annals of Parish, 2 vols., 1896.

Gazette des Beaux Arts.

## Goodspeed's Book Shop.—Continued.

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Hunnewell, Hist. First Church in Charlestown.

London Art Journal, odd vols.

Magazine of Art, vol. 17 1893-4.

Mass. Hist. Soc. Coll., 4th ser., vol. 1.

Rupp, Bedford Co., Pa.

Rupp, Cumberland Co., Pa.

Sharp, Wm., M.D., Tracts on Homoeopathy, 1853.

Song Book, Hullah, 1866.

Washington, Works, ed. by Ford.

Whistler, Gentle Art of Making Enemies, 1st ed.

Genealogies—Bangs, Dudley, 1896; Beach, 1898;

Brown, Descend. of Thomas, 1907; Cogswell, 1884;

Conant, 1887; Estes; Hempstead; Howell, John;

Jolliffe; Keyes, Robert, 1880; Montgomery, 1863;

Newcomb, 1874; Whitney, Descend. of John.

Wayne Co., N. Y., Hist. of, 1877.

Edwin L. Gorham, 11 W. 45th St., New York.

T. K. Beecher, The Seven Churches.

Coleridge, The Life of C. M. Yonge.

Philips Brooks, The Living Church.

Memorial Sermons on Dr. Alexandria Vinton, Boston, 1881.

John L. Grant, 127 Genesee St., Utica, N. Y.

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Townsend, Schoolmen of the Middle Ages.

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Genealogy of the Campbells.

Fred Hagen, 614 18th St., Milwaukee, Wis.

The Meaning of Words, A. B. Johnson.

Phreno, Mnemotechny, Francis Fauvel, Gouraud.

H. B. Hale, P. O. Box 3004, Boston, Mass.

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Works by Prentice Mumford.

Any books on Mental Memory and Will Training.

Hall's Book Shop, 384-390 Boylston St., Boston, Mass.

The Fiery Cross.

In Gentlest Germany.

Rob the Ranger.

Zorn's Etchings, catalogue of, pub. by Delteil, Paris, 1909.

F. P. Harper, Princeton, N. J.

Hodjkin's Italy and Her Invaders, vols. 5 and 6 only, 1895.

Schauz and Krumbacher, in the Iwan von Müller Handbuch, latest eds only.

Harper & Brothers, Franklin Sq., New York.

Harper's Magazine, vol. 45, bound.

Aurora Floyd, Mary E. Braddon.

The Harrison Co., 42-44 E. Hunter St., Atlanta, Ga.

Southeastern Reporter, vols. 31 to 35, inclusive, 46 and 47, sheep binding.

Harvard Co-operative Society, Inc., Harvard Square, Cambridge, Mass.

Holdich, Gates of India, Macmillan.

Seven Lays of Marie d'France.

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 Narrative of the Adventures and Escape of Edmund Wright from the Knights of the Golden Circle, Cin., 1864.  
*New Orleans Picayune*, Extracts from editorial columns, N. Y., 1861.  
 Preston, Port Hudson, Brooklyn, 1892.  
 Pastoral Letter from the Bishops of the Clergy and Laity of the Church in the Confederate States of Amer., 1862.  
 Reid, Hist. of the 4th Regiment of S. C. Volunteers, Greenville, 1892.  
 Shea, Reminiscences of Quantrell's Raid Upon the City of Lawrence, Kans., 1879.  
 Smith, Records of Walthall's Brigade of Mississippians, 1904.  
 G. Smith, A letter to a Whig Member of the Southern Independence Association, Lond., 1864.  
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 M. Southwood, Beauty and Booty, the Watchword of New Orleans, N. Y., 1867.  
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 Tubbs, Osceola in the War of the Rebellion, Wellsboro, Pa., 1885.  
 Waddell, The Confederate Soldier, Washington, 1878.  
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 Willard, Address Delivered on the Occasion of the Decoration of the Graves of Union Soldiers, Charleston, 1868.  
 Williams, Discourse Delivered on the Death of Capt. Paul Cuffe, N. Y., 1817.  
 Wilson, Seven Months in a Rebel Prison.  
 Windham, Collection of Over 300 Contemporary Pamphlets, 1860-66, 4 vols.  
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 Dr. Stockton-Hough, *Bibliotheca Medica*, Trenton, N. J., 1890.  
 O. Henry, 1st eds.:  
   Heart of the West.  
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   Cabbage and Kings.  
   Gift of the Wise Men.  
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 Lord, Points of History.  
 Lowell's Ode Recited in Commemoration of Living and Dead Soldiers, 1865.

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 Baker, W. S., Washington after the Revolution, 1 vol., 1898.  
 O. Henry's Works, first editions.  
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 Annals of Surgery, vols. 1 and 2.  
*Ophthalmic Review*, vol. 1, London, 1882.

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 International Standard Bible Encyclopedia.

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*Am. Journal of Horticulture*, Oct., 1867, May, Sept., 1868, Nov., Dec., 1869.  
 The Children's Hour, vol. 2.  
 Life and Adventures of James R. Durand, Rochester, 1820.  
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 Map of Monroe County in Burr's Atlas, N. Y., 1829.  
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*The Speaker*, vols. 1-8.  
Proceedings Nat'l Education Assn., before 1900.  
New Int. Ency.

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Memories of the Empire of Japan in the 16th and 17th Centuries, td. by Thos. Rundall.  
David F. Rennie, The British Arms in North China and Japan.

International Magazine Co., 339 Bay Way North, Elizabeth, N. J., U. S. A.

U. S. Catalog Annual Accumulative Book Index, 1913-1915.  
New York Times, 1915 complete.

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Horton, Youth's Hist. Rebellion.  
Hamerton, Etching and Etchers, 1868.

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Geo. Moore, Memoirs, New York, 1907.  
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Encyclopedia Britannica, 11th ed., pub. by Sears Roebuck, leather binding.  
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*Granite Monthly*, Nov., 1907.  
The White Crown, Ward.

F. H. Knapp, 146 Hamilton Pl., New York, N. Y.  
Practical French Grammar, First Part, Alfred Havet.

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Translations of Die Wacht am Rhein.  
Translations of Deutschland Ueber Alles.  
The Song of the Bell, Zimmermann.  
Collection of German Authors, Tauchnitz, Leipzig.  
Poor's Manual of Industrials, 1914-1915.  
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Kriegs' Album, N. Y., Staatszeitung, vol. 1.  
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Alger, Odds Against Him.  
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H. H. Robinson, Looms and Spindle.  
Stone, Our French Allies in the Great War, Providence, 1884.  
Short Narrative of Boston Massacre, by Doggett (?), Boston, 1849.  
Puck, commencing with vol. 64, to date.  
Oliphant, Lost Love, Peterson.  
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Library Co. of Philadelphia, N. W. cor. Locust and Juniper Sts., Philadelphia.  
 Sidgwick, Kinsman, Macm., 1907.  
 Robertson, Futility, Mansfield, 1898.

Library of Congress, Washington, D. C.  
 Moody, W. V. & Lovett, R. M.  
 The History of English Literature, Chas. Scribner's Sons, New York, 1902.

Library of Engineering Societies, 29 W. 39th St., New York.

Master Car Builders' Association. Proceedings of Annual Convention, vol. 46, 1912.

Library, U. S. Department of Agriculture, Washington, D. C.

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 Scientific Monthly, Oct., 1915.

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 Republican National Convention Proceedings, 1856, 1860.  
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 Byron, Poetical Works, ed. by Halleck, 1834.  
 Halleck, Poetical Works, 1858.  
 Halleck, Fanny, N. Y. for W. L. Andrews, 1866.  
 Capron, Modern Spiritualism.  
 De Morgan, From Matter to Spirit.  
 Crowe and Cavalcaselle, Life and Times of Titian.  
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 Alabama, Acts of the Called Session, 1862, and of  
 the Second Regular Annual Session of the Gen-  
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 Howe, L.L.D., 1902.

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Hoyt, Haight and Hight Genealogy.

Seilhammer, American Theater, 3 vols.

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Johnston, Record of Conn. Men in Revolution.

Hunt, Genealogy, Boston, 1862.

Campbell, Tyrone County, 1856.

Weeks, Prominent Families of N. Y.

The Diary of John Burchard, after Vol. 1.

Scott, vols. 34, 37, 48, 12mo, green cloth, Lipp. 1865.

Wirt, Henry, Life of Patrick Henry.

**The Methodist Book Concern, 220-224 W. 4th St.,  
 Cincinnati, Ohio.**

Wiley's Introduction and Progress of Methodism in  
 Southeastern Indiana.

Thomas A. Goodwin's Recollections, etc., of In-  
 diana Methodists and any other book on Indiana  
 Methodism which gives special reference to the  
 White Water Valley.

**The Methodist Book Concern, 734-40 Rush St.,  
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Autobiography of James B. Finley, Methodist Book  
 Concern.

**Meyer's Book Store, 307-309 S. Dearborn St., Chicago.**

Memory Culture, Felix Berol.

Illustrated Surgical Chiropody.

12 Vol. Set of the Jewish Encyclopedia.

Volume 2 of Herdon's Life of Lincoln.

**George M. Millard, 1651 Huntington Drive, South  
 Pasadena, Cal.**

John Hay, A Poet in Exile, Boston, 1910.

Blavatsky, Isis Unveiled, 2 vols., N. Y., 1877 to 1887.

Blavatsky, Secret Doctrine, 2 vols., London, 1888.

Blavatsky, Key to Theosophy, London, 1889.

Harte, Stories of the Sierras, Boston, 1872.

Harte, Twins of Table Mountain, Boston, 1879.

Audubon, Birds, 7 vols., roy. 8vo, 1840-44.

Audubon, Quadrapeds, 3 vols., roy. 8vo, 1849-51.

Irving, Salmagundi, 20 numbers, N. Y., 1807-8.

Irving, Knickerbocker's N. Y., 2 vols., N. Y., 1809.

Irving, Bracebridge Hall, 2 vols., N. Y., 1822.

Irving, Tales of a Traveller, 2 vols., N. Y., 1824.

Kelmscott Keats.

**W. H. Miner, Cedar Rapids, Iowa.**

The Spanish American War, by the War Leaders,  
 pub. in Norwich, Conn., 1899.

Thornton, History of Oregon, 1841 or 1855 ed.

Audubon, Birds and Quadrapeds, 10 vols., 8vo ed.

Dunn's History of Oregon, Lon., 1846.



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**Moroney's Merger, Third and Walnut, Cincinnati, O.**  
 Ralston's Divinity, Thayer's Greek Testament.  
 Hawthorne's Works, De Luxe, half mor.  
 Nat. Geographic Mag., No. 1 to 1910.  
 Young Ladies' Friend, Mrs. Farrar.  
 Book of Knowledge, Original Sources.

**The Morris Book Shop, 24 N. Wabash Ave., Chicago.**  
 Cram, Black Spirits and White.  
 Hillyer, Royal Road Method, Century.  
 Beadle's Dime Novels, Any.  
 Linton, Healing of the Nations.  
 Donnelly, Caesar's Column.  
 Clark's Land of the Humming Bird.  
 Trinidad, Any History or Description of.  
 Wyethe's Oregon.  
 Beardsley's Under the Hill, 1st ed.  
 Lewis, Account of Lewis & Clark's Expedition.  
 McDonald's Sketches, Cin., 1838, good copy.

**Noah Farnham Morrison, 314-318 W. Jersey St., Elizabeth, N. J.**

Log Cabins.  
 Smith, History of Harrison Co., Iowa, 1888.  
 Burnaby, Travels Through N. America, N. Y., 1904.  
 Hageman's Princeton and Its Institutions, 2 vols.  
 Allaben, Concerning Genealogies.  
 Goode, Through the War with Sampson.  
 Patten Family, Sinnett.  
 American Ancestry, Vol. X.  
 Town Records of North and South Hempstead, L. I.  
 Hageman's Princeton and Its Institutions.  
 American Genealogy, Whitmore, 1875.  
 History of Plymouth, Mass., Davis, 1885.  
 Memoir of Mary Lyon, New Haven, 1837.

**Walter H. Mowry, 18 Market St., Portsmouth, N. H.**  
 Vols. of Letters, Diaries, etc., giving intimate life on Maine Coast, 1780-1800.  
 Vols. containing descriptions of visit of Louis Phillip, 1789, to U. S.

**Munn & Co., Inc., 233 Broadway, New York.**  
 Genealogy of the Riker Family.  
 Genealogy of the Waldrom Family.

**N. Y. Medical Book Co., 45 E. 42d St., New York.**  
 Fowler, Lectures on Man.  
 Peacock, Malformation of the Human Heart.  
 Sanson, Diseases of the Heart and Thoracic Aorta, 1892.

**John J. Newbegin, 315 Sutter St., San Francisco, Cal.**  
 Books illustrated by Karl Larsen and by Bower (Danish artists).  
 The Harvard Classics, Dr. Elliott's five-foot book shelf.  
 Complete system of nursing, Connor Mordon, second edition.  
 San Francisco Directory for 1868, must have all the pages intact, and be in reasonably good general condition.  
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 Bailey, Cyclopaedia of Agriculture.  
 Bailey, Cyclopaedia of Horticulture, 4 vols.  
 A Child's Book, Clara Doty Bates, illustrated by Childe Hassan.  
 Merely Mary Ann, Zangwill, in play form only.  
 The Aaron Burr Conspiracy, McCalet, published by the Jenkinson, Aaron Burr Company, Richmond, Ind., 1902.  
 Encyclopedia Britannica, 11th edition, India paper.  
 Alexander Hamilton, Oliver, Putnam.  
 Chinese Art, Bushnell.  
 The Power of Mental Demand, Herbert E. Law, published by Elder.  
 McGlashan's History of the Donner Party.  
 Taft, History of American Sculpture.  
 The Statesman's Year Book, 1914.  
 Masters in Art, complete set.  
 Complete Works of Max Beerbohm.  
 The Perfume Garden, English translation.  
 The Edinburgh Stevenson.  
 The Cambridge Classics, 20 vols.  
 Complete Works of Thomas Hardy, Wessex ed., full calf, Green.

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Hare, Portrait book of our kings and queens.  
 Lyons, Colonial Furniture of New England.  
 London Illustrated Sporting and Dramatic Times for 1880-1890, in cloth or half leather binding.  
 The Gilded Man, Bandelier.  
 The Boss Girl, Reilley.  
 Life of Renan, Darmstedter.

**D. H. Newhall, 154 Nassau St., New York. [Cash]**  
 Green, Historic Families Kentucky.  
 Beadle's Dime Novels.  
 Clarence B. Moore, Any Archæological Works.  
 New Hope, A Tale of Kanawha, 1855.  
 W. J. Shearer, John Brown's Raid, 1905.

**H. S. Nichols, 425-435 E. 24th St., New York.**  
 Helen Devenant, Violet Fane.  
 Ruskin's, King of the Golden River.  
 Ruskin's, The Story of Ida.  
 Homer's Iliad and Odyssey, trans. by William Morris, 2 vols.  
 The Japanese Story Book, by Yei Theodora Ozaki.

**Martinus Nijhoff, The Hague.**  
 Oriental Ceramic Art, Walters collection, Bushnell, 1897, 10 vols.

**W. W. Nisbet, 12 S. Broadway, St. Louis, Mo.**  
 Bryan, Dictionary of Painters and Engravers.  
 Nye and Riley, Wit and Humor.

**Noble & Noble, 31-33-35 W. Fifteenth St., New York.**  
 Cruger's A Puritan Pagan, published by Lippincott or Appleton.

**The Norman Remington Co., 308 N. Charles St., Baltimore, Md.**

Morris, Voice in the Rice.  
 White, Camp and Trail, Doubleday, Page.  
 Maurice Thompson's Poems.  
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 Moncure D. Conway, Barrons of the Rappahannock and Potomac, Degrolier Club.  
 Near East From Within, Funk & Wagnalls.  
 Genealogy of Mann, Needles and Hamilton Families of Maryland.  
 Genealogy of Elliott Family of Eastern Shore of Maryland.  
 Cram, The Gothic Quest.  
 C. F. Adams, New Departure, 1881.  
 W. F. Allen, Essays, 1890.  
 M. H. Allies, Three Catholic Reformers, 1878.  
 P. Anton, England's Essayists, 1882.  
 Robt. A. Arnold, From the Levant, 2 vols., 1868.  
 Jos. B. Atkinson, English Painters, 1871.  
 J. S. Banks, Three Indian Heroes, 1874.  
 S. G. W. Benjamin, World's Paradise, 1880.  
 J. H. Bocock, Selections from Writings, 1891.  
 C. L. Brightwell, Byeways of Biography, 1863.  
 J. B. H. R. Capefigue, Diplomats of Europe, 1845.  
 J. Caulfield, Kit-cat Club, 1821.  
 Jos. Chamberlain, Speeches, 1885.  
 Chandler, American Criminal Trials, 1841-1844, 2 vols.  
 W. Chapman, Notable Women of the Covenant, 1883.  
 W. Chapman, Notable Women of Puritan Times, 1883.  
 W. Chapman, Notable Women of the Reformation, 1884.  
 L. M. Child, The Oasis, 1834.  
 Maclay, History of American Privateers.  
 Geo. J. Romanes, Poems.  
 Mrs. Eddy, The Mother Light.

**The Oakwood Binders, Pittsfield, Mass.**  
 The Etchingham Letters, pub. by Dodd, Mead & Co.  
**The Old Corner Book Store, Inc., 27-29 Bromfield St., Boston, Mass.**  
 H. J. H. Robinson, Loom and Spindle, Crowell.  
 Modern Etchings, Mezzotints and Dryprints, Studio Supplement for Winter, 1913.  
 Wm. Millar, Plastering, Lane.  
 Reed, Life and Times of Rev. Sidney Smith.  
 A Few Remarks, Simeon Ford.

**Old Corner Book Store, Springfield, Mass.**  
 Thomas Almanac, 1789.  
 Official Bulletin Natl. Socy., S. A. R., nos. 1, 2, 6, 7, 8, of vol. 7, no. 1, vol. 8.  
 Life of Lincoln, J. G. Holland.  
 History Orleans County, Vt., Hemenway.

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History Civil War, Lossing, Vol. 2.  
Lodge, Life of Hamilton.

E. H. Otting, Warren, O.  
Grosvenor's Constantinople.  
Nature Library.

Green's History, set 12 vols.  
Ingersoll's Works, Dresden ed.  
Ohio Reports, Vol. 9, and Disney, Vol. 2.

H. Y. Otto, Market Sq., Williamsport, Pa.  
Empire of Christ, Lucas, Macmillan Co.  
Scandinavian Elements in U. S., Babcock, University of Ill. Press.

C. C. Parker, 220 S. Broadway, Los Angeles, Cal.  
Spoiling the Egyptians, J. Seymour Keay, 1882.  
Yellow and White, Carleton Dawe.  
In the Sanctuary Van der Nailen.  
Russia from Behind the Veil, Vasilli.  
The Diothas-Ismar Thiussen, Putnam, 1883.  
Seven Houses, Hamilton Drummond.  
Seigneur de Beaufoy, Hamilton Drummond.  
King's Pawn, Hamilton Drummond.  
Man of His Age, Hamilton Drummond.  
Ace of Clubs, Prince Josef Lubomirski.  
Safar Hadgi, Prince Josef Lubomirski.  
European Aryan Roots, Baly.  
Through the Heart of Tibet, MacDonald.  
Mineral Deposits of Cerbat Range, etc., Mohave Co., Ariz.

N. A. Phemister Co., 42 Broadway, New York.  
English Admiralty Reports, American Reprint, 9 vols.  
Cooke, Advise Admiralty Reports.  
Canada Law Review, 6 vols.  
Lawes, Pleading, 1803.  
Watson, Partnership, 1794.

Philadelphia Book Co., 17 S. 9th St., Philadelphia.  
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Ebert, Magnetic Field Course.  
Rodenhauser, Electric Furnace in Iron and Steel Industry.

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Butterfield's History of Brule's Discoveries and Explorations.  
Memoirs of William Sampson.  
Memoirs of Archibald Hamilton Rowan.  
Dunlop's Ireland Under the Commonwealth.

Pierce & Scopes, Inc., 59 Maiden Lane, Albany, N. Y.  
Warner, Famous Introductions to Shakespeare's Plays.  
Reed, Lavender and Old Lace.  
Robinson's California.  
Roger's Journal, Albany, 1883.  
Sandford, Hist. of the Kings of England, folio.  
Narrative of Marinus Willett, or any Life.  
Schuyler's Colonial N. Y.  
Tudor's Tour of America, 1834.  
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Wilson's Orderly Book, Amherst's Ex.  
The Pierce & Zahn Book Co., 1531 Arapahoe St., Denver, Colo.

Ward's Mexico.  
Memoirs of Casnovia, in German.  
The Pilgrim Press, 19 W. Jackson St., Chicago, Ill.  
The Diary of a Lost One.

Pippen's Bookstore, 605 N. Eutaw St., Baltimore, Md.  
Journal of Political Economy, no. 10 of vol. 20, Univ. of Chicago Press.  
Whistler, Gentle Art of Making Enemies.  
Mann, Needles and Hambleton Genealogy.  
Bledsoe's So. Review, no. 41.  
Mantzius, Art of the Theatre.

Portland (Oregon) Library Association.  
Bliss, New Encyc. of Social Reform.  
Garnett & Goss, English Lit., col. illus.  
Traill, Social England, 12 vols.  
Warner Lib. of World's Best Literature, 33 vols.

N. Posthumus, Daendelsstraat 68, The Hague, Holland.  
Wilson, State Elements of History and Practical Politics.

Powner's Book Store, 33-37 N. Clark St., Chicago, Ill.  
Archer, Fleet Street; The Highway of Letters, 1893, Cassell.  
Banker's Encyclopedia from 1910, 2 vols., 31st ed., Stumpf.

Boswell's Life of Johnson, 1901, Doubleday.  
Gide & Rist, History of Economic Doctrines, trans. by Richards.

Ingersoll's Lectures, 12 vols., Taylor.  
Junod, Life of South African Tribe, 2 vols., Stechert.  
McCulloch, Childhood of Fiction, 1905, Dutton.  
Mantle, Hugh Price Hughes, Method. Bk. Concern.  
Neve, Concordance to Poet, Works of Cowper, 1887, Low.

Petre, Autobiog. and Life of Geo. Tyrrell, 2 vols., Longm.  
Swift, Jonathan, Complete Works, 6 vols., O'Shea.  
Symonds, Wine, Woman & Song, 1907, Doubleday.  
Vocal Music of Shakespeare Plays, etc., 2 vols. French.

C. S. Pratt, 161 6th Ave., New York. [Cash]  
N. Y. Times' Mid-Week Pictorial, 1x2.  
Chittenden, Yellowstone National Park, cheap.

Pratt Institute Free Library, Brooklyn, N. Y.  
The Foundry, March, 1916.

Presbyterian Bd. of Pubn., 415 Church St., Nashville, Tenn.

Milligan's Lectures on the Apocalypse.

Presbyterian Bd. of Pub. and Sabbath School Work, 420 Elm St., Cincinnati, Ohio.

Barnes, Notes on Revelation.

Presbyterian Bd. of Pub. and Sabbath School Work, 313 N. 10th St., St. Louis, Mo.

Mathews, Oratory and Orators.  
Mathews, Hours with Men and Books.  
Morgan, Lessons Taught in Masonry.

Presbyterian Bd. of Pub. and Sabbath School Work, 400 Sutter St., San Francisco, Cal.

Clough, Alphabet.  
Dinsmore, Scotch-Irish in America.

The Public Library of the District of Columbia, Washington, D. C.

Lindsey, F. B., Spirit Prospero.  
Milmine, G., Life of Mary Baker G. Eddy and History of Christian Science.  
Perez-Galdos, B., Gloria.

Putnams, 2 W. 45th St., New York.  
Grimshaw, Vaiti of the Islands.  
Huckleberry Finn, 4to, blue clo., 1st edn.  
Tom Sawyer, 4to, blue clo., 1st edn.  
Railway Age Gazette, Jan. to Dec., inc., 1914, Mechanical edn.  
Railway Age Gazette, Aug. 29 to Oct. 1st, inc., 1909, Mechanical edn.

McMahon's History of Maryland, 1831.  
Cushing, Zuni Creation Myths.  
Bruner, F., Homes of the New World, 2 vols.  
Schuyler, D. P. Road to Happiness.  
Perkins, Builders of Spain.  
Genealogy, Comstock, A. G.  
Washington's Life, Irving, 5 vols., 1st edn.  
Spencer, Epitome of Spencer's Synthetic Philosophy.  
McGraw, Locomotive Dictionary, 1906 and 1909.  
Thomas' Register of American Manufacturers, Oct. 1915, edn.

Riker, History of Harlem.  
James, T. P., Edwin Drood, and part 2 by the spirit pen of D., through a medium, 1 vol.  
Jerrold, Clare, The Fair Ladies of Hampton Court.  
Jerrold, Clare, Stories of the Kaiser.  
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Napoleon, Folk Tales, Balzac, introd. Kennan.  
Alex. Dumas, The Speronara, or Journeys with Dumas, in English.

Watson, Life of Thomas Jefferson, Appleton.  
A. Lang, New and Old Letters to Dead Authors.  
A. Lang, Life of Mary Queen of Scots.  
Hancock, Japanese Physical Training.  
Sir Spencer St. John, Hayti or Black Republic.  
Hunting in High Latitudes, Boon and Crockett Club.  
War and Peace, trans. by Garnett, Pop. ed.  
Tolstoi, Anna Karenina, trans. by Garnett, Pop. ed.  
Bernard Quaritch, 11 Grafton St., New Bond St., London, W.

A. Trollope, Works, N. Y., 1892-3.



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Moore, J. B., Digest of International Arbitration.  
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Hatch's Administration of American Revolutionary War.  
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Peter Reilly, 133 N. 13th St., Philadelphia, Pa.

Cobb, Alaric.  
Cobb, Caliph of Bagdad.  
Barton, Dictionary of Adversity, Appleton.  
Dickens, Uncommercial Traveller, 2 vols.  
Dickens, Bleak House, vol. 3.  
Both in Household ed., 12mo., green cloth, Hurd & Houghton, Boston.

Geo. H. Rigby, 1113 Arch St., Philadelphia, Pa.  
Academy of Nat. Sciences, Phila., Pa., Proceedings.  
J. Johnson, Traditions of Am. Rev., etc.  
Rambaud's Russia, 3 vols., cloth.  
Galleries of Paintings.

William M. Reynolds, 21 Sutton Pl., New York.

Tudor's Letters Eastern States.  
Tudor's Gebel Teir.  
Dinsmoor's (Rustic Bard) Incidental Poems.  
Warren, Genealogy, 1854.  
Falmstock Genealogy.

A. M. Robertson, 222 Stockton St., San Francisco, Cal.  
After Death, or Letters from Julia.  
Men and Ships of Old Salem.

E. R. Robinson, 410 River St., Troy, N. Y.

Thos. Hardy, Wessex Tales.  
T. Hardy, A Changed Man and Other Tales.  
T. Hardy, Life's Little Ironies.  
Dunlap, History of the Arts of Design, 1834.  
Sladen, Secrets of the Vatican, 1907.  
H. Melville, Omoo.  
Old Map of Berkshire County, Mass.  
History of Berkshire County, Mass., 1885.  
Any book giving genealogies of settlers of Gloucester and Salem Counties, N. J.  
Rousseau, New Eliosa.  
M. Jennison, That Husband of Mine, 1877.  
J. S. Fann, Uncle Silas.  
H. L. Wilson, Boss of Little Arcady.  
Pepy's Diary, Bohn Library.  
Petronius Arbiter and Johannes Secundus in 1 vol.  
Lewis, Alfred H., Wolfville Folks.  
Lewis, A. H., Sandburn.  
Clayton's Rangers, a novel.  
Books relating to Charles Carroll of Carrollton.  
Heap, D. P., Ancient and Modern Lighthouses.  
N. Y. State Historical Association, Vol. 6.  
The Sketch Book, May, 1903.  
Porter, A. N., Field of 40 footsteps.  
Novels by Mrs. Grey, published by Peterson.  
De Goncourt, Germinie Lacerteaux, English.  
Huysman, F. K., Au Refairo, English.  
Huysman, F. K., La Bas, English.

Robson & Ade, Schenectady, N. Y.

Balzac, Barrie ed.

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Queens of England, Appleton ed.

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Bohm Bawerk, Capital and Interest.  
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Alex. Hamilton, Modern Business.

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Book of Knowledge.  
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Patten, Theory of Social Forces.  
Westermarck, History of Human Marriage.  
Near East From Within.  
Pfeumner, Driftwood.  
Tylor, Primitive Culture.  
James, Principles of Psychology.  
Post, Social Service.  
Funk and Wagnall's Encyclopedia.  
Hobhouse, Morals in Evolution, 2 vols.  
St. Paul Book & Stationery Co., 55-59 E. 6th St., St. Paul, Minn.  
Dr. B. Jones, Life and Letters of Faraday, 2 vols., 1870.

St. Paul Public Library, St. Paul, Minn.

American Educational Review.  
American Journal of Science.  
American Journal of Sociology.  
American Municipalities.  
Architectural Record.  
Art and Progress.  
Asiatic Review.  
Bankers' Magazine, New York.  
School Arts Magazine.  
Canadian Magazine.

Schaefer & Koradi, S. W. cor. 4th and Wood Sts., Philadelphia, Pa.

L'Art et Le Beau, complete or single parts.  
Behagel, Die Deutsche Sprache.  
John Geo. Zimmerman, Solitude.  
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Dawson, History of Germany.  
Henderson, History of Germany.

Schulte's Book Store, 132 E. 23d St., New York.

Steel, Convents of Great Britain.  
Bible Story, 5 vols., King Richardson & Co.  
Ante-Nicene Fathers, American ed., vol. 1.  
Nicene and Post Nicene Fathers, 2d ser., vol. 14.  
Garrick Mallory, Customs of Courtesy.  
Ante-Nicene Fathers, Edinburgh ed., Origin, vol. 1;  
Quintus Sept., 1 and 2; Clement, 2; Apocryphal Gospels; Clementine Homilies.  
Don Quixote, trans. by Ormsby, Vol. 1 only.  
Protestantism and the Bible, Thomas S. Preston.  
School of Thomas Harper, Riddles, Recreation in Science.  
Mercers Cluster, Old Hymn Book.

E. Schwartz, Fox St. P. O. Station, New York.

Thomas' Register of American Manufactures.  
Any Current Directory in Manufacture of Metals and Chemicals.

Scrantom, Wetmore & Company, Rochester, N. Y.  
G. Milmine's Life of Mary Baker Eddy, Doubleday, Page & Co., publishers.  
Biser's Elements of Glass and Glass-making.

Charles Scribner's Sons, 5th Ave at 48th St., New York.

Riis, Making of an American, Grosset, 50c.  
Fay, King Spruce, Burt, 50c.  
Falmmarion, Wonders of the Heavens.  
Zola, Lourdes.  
Meyer, Robert Annys.  
Gibbs, Food for the Invalid and Convalescent.  
Moore, Better World Philosophy.  
Laun, H. van, History of French Literature, Vol. 2 only, latest edition, Putnam.

Seattle Public Library, Seattle, Washington.

Graves, Royal Academy of Arts, Dictionary of Contributors, vols. 4-8.  
Holms, Practical Shipbuilding.  
Jackson, Alaska and Missions on the North Pacific Coast.

Lynch, Three Years in the Klondike.  
Marvin, Small Library Buildings.

Charles Sessler, 1314 Walnut St., Philadelphia, Pa.

Laurence Binyon, Penthesilea, Constable, 1905.  
Stoddard, Napoleon from Corsica to St. Helena, illus.  
Walt Whitman, by Dr. Richard M. Bucke.  
Memorial of St. Helena.

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Imps of the Wasatch, poem.

The Sherwood Company, 19 John St., New York.  
Harvard Classics, Vol. 34 only, red cloth.  
2d and 4th Ward Queensboro Atlas.  
Fausett Bible Encyc., Doran.  
Charles Holme, Old English County Cottages.  
Proceedings Grand Lodge, etc., 1828 to 1846.  
Bound Vols. of *National Geographic Mag.* previous to 1913.  
Wolf, H. T., Goldfish Breeds, etc.  
Cope's Batrachia of America.  
Scenes from Many Lands Series, 1st and 2d Nat'l Geog. Society.  
Confessions of a Barbarian.  
Cy. Clegg and His Pard.  
Thom's Epitome.  
Brady, Civil War Sections 13, 14, 15, 16.  
Hurst Dict. of Chemicals and Raw Products Used in Mfg. of Paints.  
Dict. of Chemical Solubilities.  
Peter's Two Odd Girls.  
Gaston's Collection, Bible text.

Sibley, Lindsay & Curr Co., Rochester, N. Y.  
Patrology, Bardinewer, Herder publication.

John Skinner, Albany, N. Y.  
Fundamental Concepts Modern Philosophic Thought, Eucken, trans. by Phelps, Appleton.  
Purchas, His Pilgrims.  
Said the Fisherman, Pickthall.  
Pudden Head Wilson.  
Carey's Dante, Wordsworth.

Smith Bros., Inc., 470-474 13th St., Oakland, Cal.  
Ignatius Donnelly, The Great Cryptogram, A. C. McClurg & Co.

Clarence W. Smith, 44 East Ave., Rochester, N. Y.  
Ellacombe, Plant Lore and Garden-craft of Shakespeare.  
Goldberg, Chasing the Blues.  
A. S. Crapsey, Greater Love.

George D. Smith, 547 Fifth Ave., New York.  
Alken, Beauties and Defects of the Horse, Steeves-Bacon.  
Brooke, Rupert, Poems by, 1st ed.  
Ardlington, The Metamorphoses of Apuleius, London, 1639.  
Middleton, Life of Cicero.  
Paltock, Life of Peter Wilkins, 2 vols., 1751.  
Palmerston, Viscount, Life of, Dwight, 2 vols.  
Voyages and Travels, early ones.  
Sets of Standard Authors, Houghton Mifflin, Scribner, large paper eds.  
Machiaveli's Works, London, 1775, complete or odd vols.  
Audubon's Birds, folio ed.  
Benare's ed., Burton, Arabian Nights, 16 vols.

Hiram Smith, 22 Elm St., Morristown, N. J.  
New York Genealogical and Biographical Record, vol. 32, 1901, January and July nos.; vol. 33, 1902, January and April nos.; vol. 34, 1903, January and April nos.

The History of Morris County, New Jersey, 4to, pp. 407, cloth, New York, 1882.  
Morris's Memorial History of Staten Island, N. Y., Ira K. Morris, 2 vols., New York, 1898.

Smith & McCance, 2 Park St., Boston, Mass.  
Mowbrey, The Making of a Country House.  
Address of American Catholics to Gen. Washington, ed. by Shea.

Wells, Life of Samuel Adams.  
Minot, History of the Insurrection.  
Dodge, King Phillips War.  
The Robey Family, A. L. O. E.  
The Giant Killer, A. L. O. E.  
Pillar and Foundation of Truth, Florenskys.

Smythe's, Nell House Block, Columbus, O.  
Ponsonby, Preposterous Yankee.  
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